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THE ROTARIAN

The Magazine of Service

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This Month's Leading Articles

SQUARE PEGS AND ROUND HOLES

By HERBERT B. BRUNER

HOSPITALITY FEATURES—FOR YOU!

By HI MARTIN

Chairman, Convention City Executive Committee

BOYS' WEEK AND THE BOY PROBLEM

By WILLIAM LEWIS BUTCHER

THE GOOD EXECUTIVE

By DR. FRANK CRANE

THE WHITE SPARROW

By HELEN F. PRICE

Published by Rotary International



APRIL
1923

TWENTY
CENTS

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CONTENTS

LITTLE AND GREAT—Verse by Charles Mackay (Frontispiece)	190
Illustration by Albert Winkler	
THE GOOD EXECUTIVE	191
An Editorial by Dr. Frank Crane	
SQUARE PEGS AND ROUND HOLES	192
By Herbert B. Bruner	
BOYS' WEEK AND THE BOY PROBLEM	195
By William Lewis Butcher	
SOME CONVENTION HOSPITALITY FEATURES PLANNED FOR YOU!	198
By Hi Martin	
THE WHITE SPARROW—A Sketch	201
By Helen F. Price	
HOW SOME NEWSPAPERS SERVE THEIR COMMUNITIES	204
By Norman J. Radder	
THE KNOT-HOLE CLUB	206
By C. J. St. John	
ROTARY IN NEW ZEALAND	208
By A. J. Hutchinson	
UNUSUAL STORIES OF UNUSUAL MEN	209
Ernest H. Wright—Classification: "Liquid Smoke"	
ROTARY AND THE FARMER	215
By Harvey E. Rhodes	
ROTARY CLUB ACTIVITIES	217
Brief Notes of Rotary Club Activities All Over the World	
Editorials (page 216)—Book Reviews (page 211)—Informes Concisos en Español (page 213)—	
Notes brèves en Français (page 214)—New Rotary Clubs (page 238)	

THE ROTARIAN is published monthly by Rotary International and as its official magazine carries authoritative notices and articles in regard to the activities of Rotary International. In other respects responsibility is not assumed for the opinions expressed by authors.

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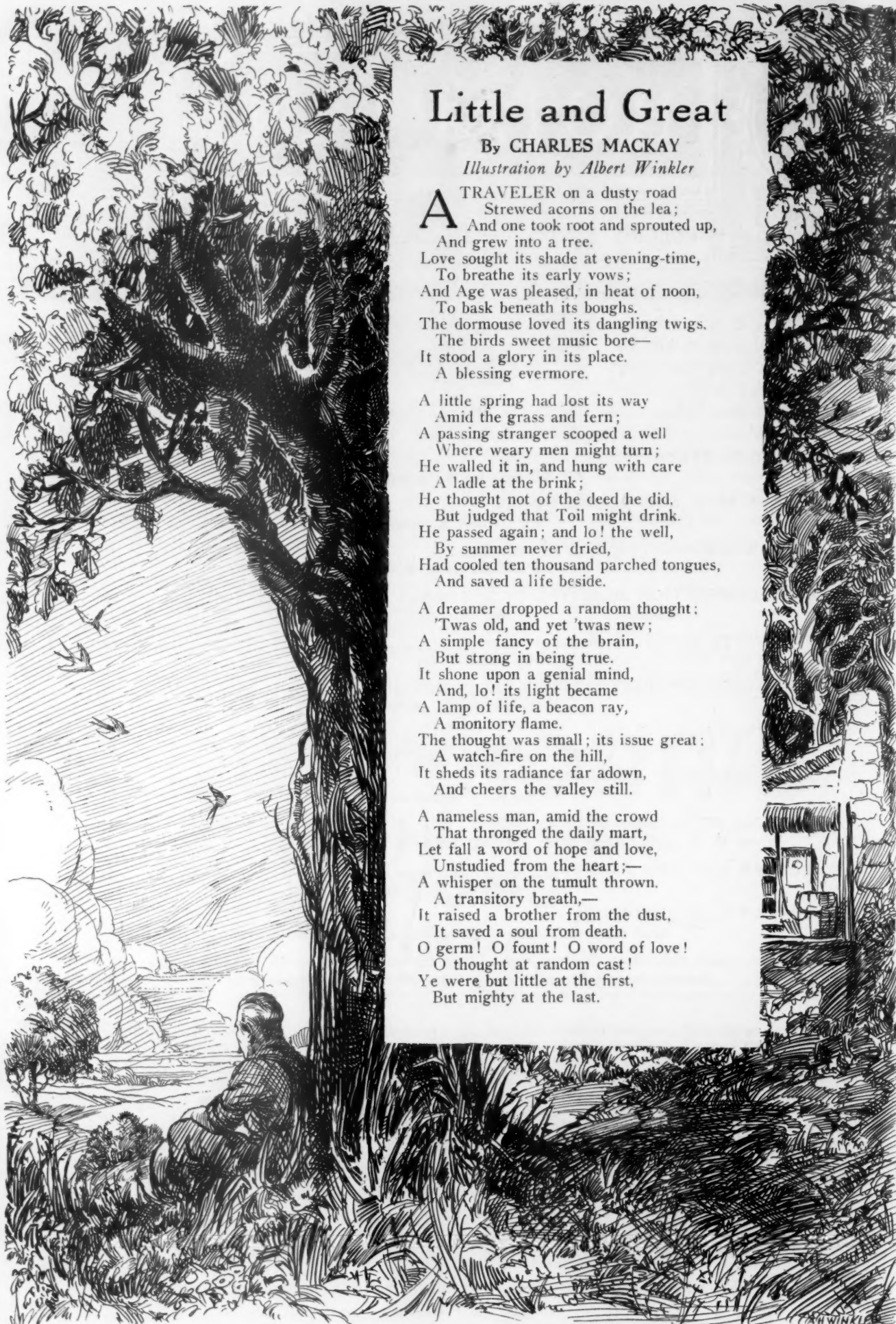
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Little and Great

By CHARLES MACKAY

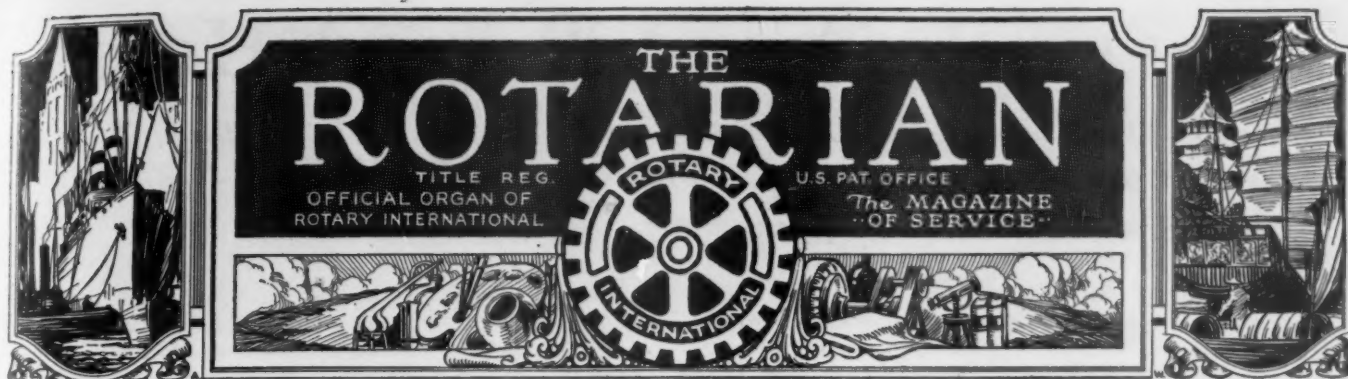
Illustration by Albert Winkler

A TRAVELER on a dusty road
 Strewed acorns on the lea;
 And one took root and sprouted up,
 And grew into a tree.
 Love sought its shade at evening-time,
 To breathe its early vows;
 And Age was pleased, in heat of noon,
 To bask beneath its boughs.
 The dormouse loved its dangling twigs.
 The birds sweet music bore—
 It stood a glory in its place.
 A blessing evermore.

A little spring had lost its way
 Amid the grass and fern;
 A passing stranger scooped a well
 Where weary men might turn;
 He walled it in, and hung with care
 A ladle at the brink;
 He thought not of the deed he did,
 But judged that Toil might drink.
 He passed again; and lo! the well,
 By summer never dried,
 Had cooled ten thousand parched tongues,
 And saved a life beside.

A dreamer dropped a random thought;
 'Twas old, and yet 'twas new;
 A simple fancy of the brain,
 But strong in being true.
 It shone upon a genial mind,
 And, lo! its light became
 A lamp of life, a beacon ray,
 A monitory flame.
 The thought was small; its issue great:
 A watch-fire on the hill,
 It sheds its radiance far adown,
 And cheers the valley still.

A nameless man, amid the crowd
 That thronged the daily mart,
 Let fall a word of hope and love,
 Unstudied from the heart;—
 A whisper on the tumult thrown.
 A transitory breath,—
 It raised a brother from the dust,
 It saved a soul from death.
 O germ! O fount! O word of love!
 O thought at random cast!
 Ye were but little at the first,
 But mighty at the last.



The Good Executive

An Editorial by Dr. Frank Crane

HERE are ten qualifications of a good executive. He may need others, but here are ten.

An executive means one who gets things done. He does not necessarily do things himself. He knows how to make other people do them. The good executive earns a part of every man's salary under him. He is indispensable. You cannot afford to keep an executive at \$10,000 or \$20,000 a year when he is not making good. But you often keep workers at \$4.00 a day just because you are sorry for them.

1. *Understanding.* This means more than information or knowledge. It means not only seeing things, but seeing through them; not only perceiving situations, but grasping them; knowing not only the surface of things, but top, side, and bottom.

2. *Tact.* Tact literally means *touch*. It means to solve things by handling them. Most of the practical problems of business are solved in the doing of them. System and rules have little value without tact, for the most important thing to know about a rule is when to break it.

3. *Decision.* Indecision is simply a bad habit. We are afraid to decide because we are not sure. But we can rarely or never be sure, and we get the habit of deciding by preponderance of probability. It is hard for an indecisive man to maintain discipline.

4. *Justice, or fairness.* We cannot help liking some people more than others.

But our intelligence should be able to criticize our feelings and lead us always to do the fair thing.

5. *Enthusiasm.* This is — "steam." The other qualities are parts of the steam engine. No matter how perfect the machinery, it will not go unless there is force in it. The good executive needs not only enough enthusiasm for himself, but plenty to spare for others.

6. *Self-control.* We cannot help being hurt or disappointed at times. But we can help showing it. Unless we have ourselves in hand we cannot keep other people in hand.

7. *Imagination.* This is the ability to "other" one's self, to understand and appreciate the other fellow's viewpoint. Without this we waste much energy.

Then there are three things to avoid.

8. *Avoid egotism.* Egotism is the sole quality in us that makes us disliked. It has probably spoiled more efficient men than any other trait. Don't be afraid to say, "I don't know"; and learn something from everyone with whom you come in contact.

9. *Avoid meddling.* When you give a man a job to do, let him alone as much as possible. Always remember that the art of efficiency is knowing how to pick the right man to do a thing and then allowing him to do it in his own way.

10. *Avoid prejudice.* Be very suspicious of your convictions and principles that you think unchangeable. Keep your mind open. Be approachable. Above all, be human.

(Copyright, 1923, by Dr. Frank Crane)

Square Pegs and Round Holes

An article dealing with an experiment with the complicated problem of helping boys and girls to "discover" their life-work

By HERBERT B. BRUNER

HOW many of you know a lawyer who should be in some other profession? How many are acquainted with a teacher who should be in another field? How many have acquaintances whose talents lie in directions other than those in which they are applying them? That the world has many misfits is a fact that has all too much supporting evidence. A business man, who had been graduated from one of the leading institutions of the East, came into a superintendent's office the other day and was complaining that he had tried several different lines of business only to find that he was unfitted for any of them. He was bitterly blaming his Alma Mater for not attempting to discover the thing for which his heart longed. He envied a school man, he said, and wished that he had continued his school work until he had secured post-graduate degrees in order that he might be of service to coming generations through the medium of teaching.

This man is only one of many. Tens and hundreds, yes, literally thousands, are teaching school because Dame Chance has introduced them to this field only, and has neglected her social obligations by failing to make them acquainted with her guests — Engineering, Surgery, Business, and the many others. No peculiar fitness has led them to make this choice. Likewise many a lawyer might serve his country and his family better if he were banking, while many a business man is using only one of his ten talents in selling life insurance where all ten might be brought into play if he were a surgeon. Square pegs in round holes; round pegs in square holes; an anomaly so common that sometimes we think it is almost a rule and the world accepts it with a sigh, saying, "Of all sad words of tongue or pen, the saddest are these, *it might have been*"; for the economic and social laws are such that when once an individual has centered his attention upon a profession or

business for a period of five or ten years, it is next to impossible to make a change. Habit has done its work and we are the slaves of an unloved master.

And where can the blame be placed for this appalling situation? Isn't the world with its possibilities open to everyone? Hasn't each of us every opportunity to survey the possibilities and make a choice of our own? Is there anything to compel this young woman to teach when she would rather be a stenographer? Our first answer would be "No," and in support of our conclusion, we might point with pride to instances like Carnegie, D. Ogden Armour, and others who have risen from the most menial tasks to positions of world power. Fortune was kind

to them for she happened to introduce them to their proper life-mates.

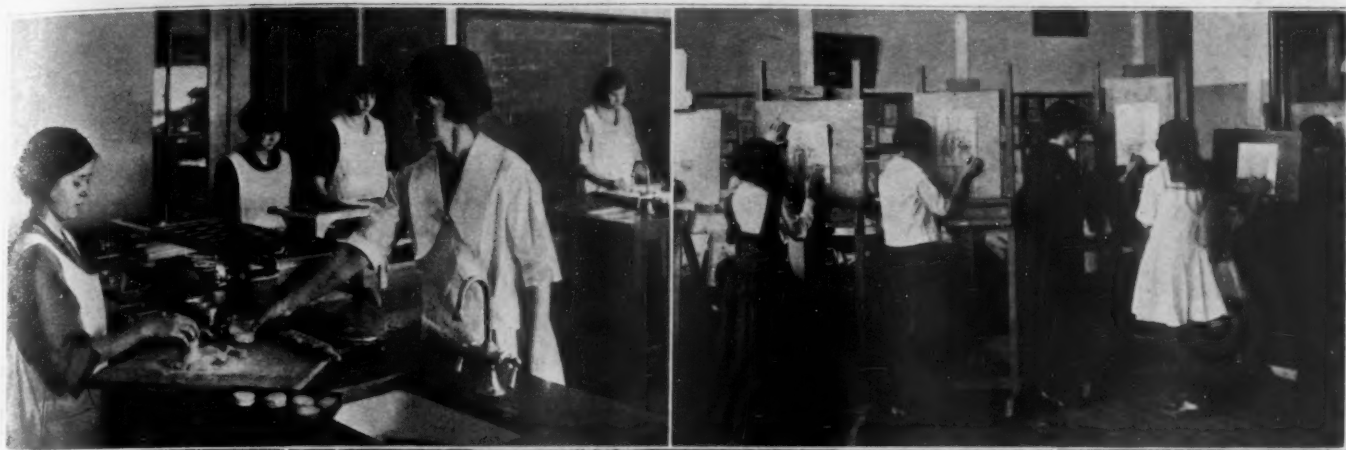
Then, too, there would be considerable truth in the statement that each of these men forced an introduction to the business which he preferred. And on the other hand, we could point to thousands of others in the same free country who have either failed or have attained only a modicum of success, for Dame Fortune introduced them to a guest who proved to be not in the least interesting. True, there is nothing in our laws that compels one to a life of servitude in a distasteful field, but there is something in the organization of our public schools which has in many cases unintentionally prevented the getting together of the right individual and the right job. This has not been brought about with malice aforethought on the part of educators, but because of lack of foresight.

UNIL ten years ago the school systems of America, with very few exceptions, offered to the youth of the country meager opportunities for discovering their knacks and bents. Even now practically no glimpse of the possibilities of any profession or business can be gotten save through an actual apprenticeship or through the professional schools after the sophomore year in the university. Hence, in order to secure a glimpse of a business or profession, it is necessary to do one of two things, either to drop out of school in order to enter the actual field of business, or to continue a general course in school until the third year of college is reached. The first alternative is in most cases undesirable and the second is possible to only a few.

It seems that we must look to the public schools for a solution. If we only knew for all these ills a panacea which could be applied speedily, expeditiously, and effectively, how startling the results would be! Think of every man and woman doing exactly that thing for which he or she is by nature fitted. What effect would it have on the happiness and produc-



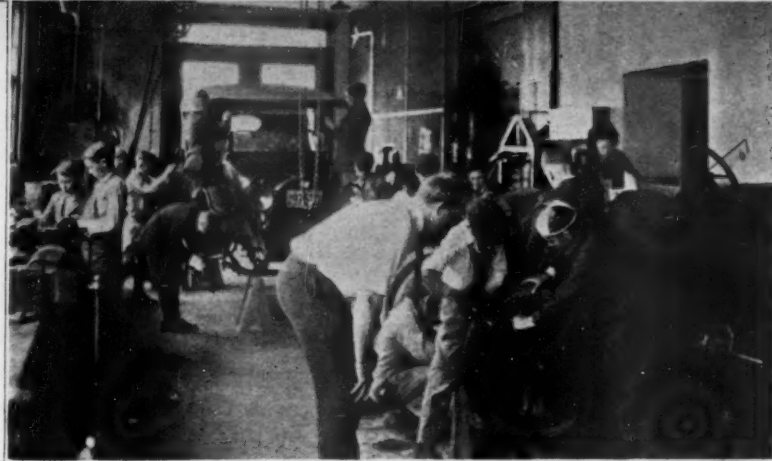
Herbert B. Bruner is superintendent of schools of Okmulgee, Oklahoma, and originator of the "Finding and Broadening Plan." This unique feature of the Okmulgee schools gives seventh, eighth, and ninth-grade pupils an insight into the actual work and "possibilities" of certain occupations, businesses, and professions, calculated to aid such pupils in discovering the life-work for which they are best fitted. While an experiment, its four-year trial has proven conclusively that it has many advantages in helping the youth to find the place where he fits in best. Mr. Bruner is also president of the Rotary Club of Okmulgee.



tion of the country? If President Harding and Congress could discover overnight an Aladdin's lamp, I know of no wish they could make which would bring more prosperity to the nation than one which would put every citizen at that task which he can best do. Of course, it is impossible even to one possessing the wildest imagination to contemplate such an Utopia, but there is no doubt but that a very considerable improvement over the present situation can be had. Fourteen out of every

one hundred pupils starting in the first grade finish the high school, statisticians tell us; and yet there is no concerted effort on the part of the schools of America either to guide the eighty-six who have fallen by the wayside into the life callings where their talents would be put to maximum use, or to judiciously direct the courses of study of the fourteen who survive.

Dr. Thomas H. Briggs, of Teachers College, New York City, states that one of the aims of education is to teach children to do better the desirable things they are going to do anyway. Carlyle says that the best educated man is the one who has touched life in the most places. Dr. George Strayer, in making a commencement address some years ago, gave expression to the following opinion, "If my boy were going to be a lawyer or a doctor or follow any other kind of profession or business, I should like for him to have some machine shop, some automobiling, some carpentry, some journalism and some of many things in order that he might have a broader understanding of and sympathy for the views and the work of the other fellow." The opinions of these three men all point toward a broadened education and an enriched curriculum. Given an opportunity if even for a short time to get a taste of several different kinds of businesses and professions, a growing youngster will have a



"Finding and Broadening" classes in cooking, art, and automobile mechanics for the boys and girls of the schools of Okmulgee, Oklahoma.

much more sane notion of what he wants to do than if we continue the present method of giving him what we call a general education and then of letting him choose at random what he wants to do like a man leaping in the dark.

WE have played grab-box with our children's futures long enough. It is time for the schools to face the problem squarely. The aim of education should be to assist a child to discover that business or profession for which he is by nature best fitted and then to teach him to do better the desirable things of that business or profession. This aim will, of course, have to be widened to include leisure time. It will also have to include the second part of Dr. Briggs' aim which is to discover higher ideals and to make these to an extent possible. But the great central endeavor of all education should be to buy the boy and girl a ticket to happiness and success by putting them on that road on which they can travel with the greatest speed, the most ease and the largest returns to themselves and to their fellows, a thing more easily talked about than accomplished.

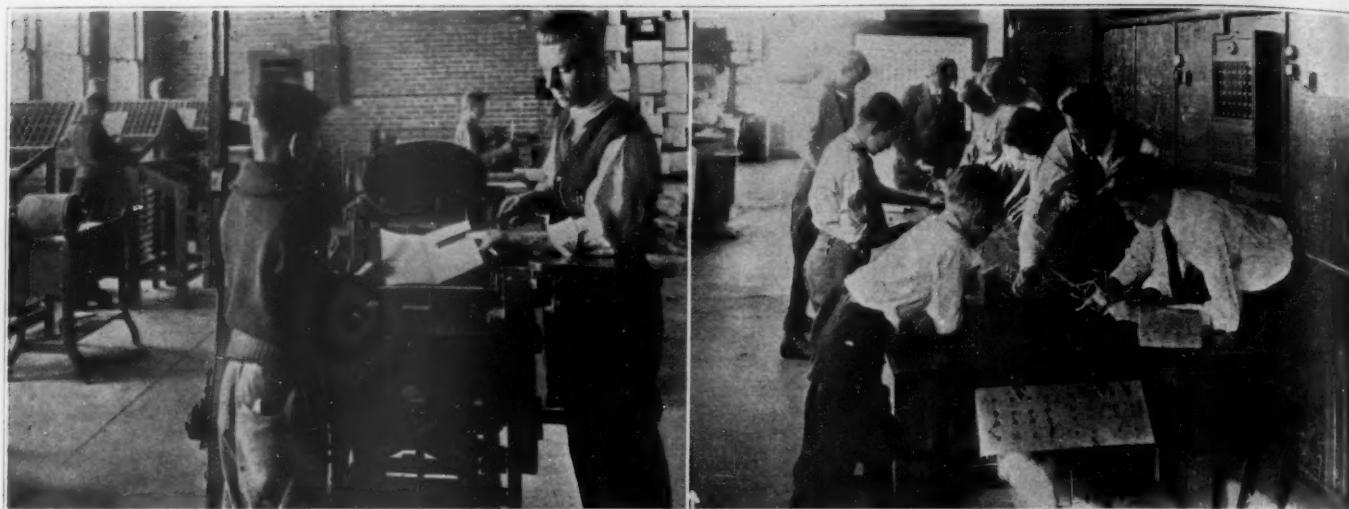
This article does not pretend to offer a final solution for the network of problems which arises here, but it purposes to present an humble experiment which is based, it seems to the writer, on common-

sense and which has been successful as far as carried out. This experiment has been conducted for the last four years at Okmulgee, Oklahoma, and consists of presenting cross-sections or glimpses of many occupations, businesses, professions, and future courses of study, to the boy and girl of the seventh, eighth, and ninth grades. In this growing southwestern city where one makes his own traditions and where a generous and progress-loving people urge one to do the best that is in him,

it has been possible to arrange the elementary curriculum so that no child over twelve years of age remains in the ward schools. At the age of thirteen he is moved to the Opportunity high school if he has not finished the sixth grade, or to the six-year high school in case the fundamentals of the first six grades have been satisfactorily mastered.

In the Opportunity high school, the less fortunate youngster is given what his needs seem to require; it may be third-grade arithmetic, fourth-grade spelling, eleventh-grade carpentry and so on in the case of one boy; or grown-up sewing, third-grade writing, tenth-grade handwork, for some girl. In the six-year high school each child is given English, citizenship, and mathematics in the seventh and eighth grades, and thus in a gradually diminishing degree the fundamentals of the grade schools are continued. This latter procedure is usual for it conforms to the best practice in most of the intermediate schools of America.

But the unusual feature of the seventh, eighth, and ninth grades is the "Finding and Broadening work." In addition to the three major subjects mentioned above each boy and girl in the seventh grade takes four nine-weeks' courses chosen from an offering of twenty-eight and in the eighth grade either four more or two eighteen-weeks' courses. It is the aim



of these courses to present glimpses into future studies in the fields in which they are given as well as to show the possibilities of the different professions and businesses of which they are a sample. They attempt to show the youngsters what is in store for them in the several different departments if they will only continue their schooling. Each course is a cross-section of the more extensive work that is done in this particular field in the grades still higher. Practically every department in the senior high school gives one or more nine-weeks' offerings for the benefit of seventh and eighth grade students.

FOR example, the Automotive Department offers a nine-weeks' course to seventh graders and nine and eighteen-weeks' courses to eighth graders. It is the aim of the automotive instructor to point out to these young pupils the possibilities of this subject and some of both the bright spots and the dull ones are brought to their attention. The boy is compelled to experience the difficulties and dirt of greasing an automobile and is also brought in touch with the joys and interest of the ignition work. It is an attempt on the part of the instructor to sell the things which he is endeavoring to teach in his whole department, and of the group of boys that he has in this nine-weeks' Finding and Broadening Course, he is trying to discover which boys have aptitudes for automobile work. He is portraying for them as nearly as is possible in nine weeks, a complete picture, first of what the course of study in automobile work offers in the upper grades, and second, of what the life vocation in automobiling may contain.

These twenty-eight nine-weeks' Find-



"Finding and Broadening" classes in printing, electricity, and sewing. These subjects as well as others of the special courses are elective to all students.

ing and Broadening courses are elective. A boy may take nine weeks of automobiling, nine weeks of journalism, nine weeks of carpentry and nine weeks of science in his seventh grade. And please bear in mind that these four subjects are in addition to his regular work in English, citizenship, mathematics, school health, and music which includes practically all the work that was formerly offered in the



Jack and Harry, seventh graders, learn something of the mechanics of an automobile engine.

seventh and eighth grades. In the eighth grade this same youngster may continue with four more nine-weeks' courses or he may, if the school authorities see that he is apt to drop out of school early, take two courses of eighteen weeks each, choosing from the four he had sampled in the seventh grade. And from what does he have to choose?

The Finding and Broadening courses given in Okmulgee High School this quarter are:

SIXTH HOUR, 1:51 to 2:46
 Science I
 Typewriting I
 Cooking I
 Sewing I
 Woodwork
 Drawing I
 Automotive I
 Journalism
 Art I
 Public Speaking I
 SIXTH HOUR, 2:50 to 3:45
 Public Speaking II

English—Latin
 Science II
 Business II
 Cooking II
 Home Nursing II
 Sewing II
 Woodwork II
 Cement and Sheet
 Metal II
 Automotive II
 Electricity II
 Printing II
 Music II
 Art II.

Additional Finding and Broadening courses have been offered during other quarters. We are also planning such courses in Teacher Training and Modern Languages. This work is still further continued through what we call the "Activity Hour." The whole school stops for forty minutes during the regular day's session and every student chooses an "activity" from a total list of seventy-eight. Some of these come twice a week, others once a week, but each boy and girl has four activity periods a week, the fifth being assembly. During this activity period instructors offer courses in which they attempt to teach children how best to spend their leisure time. For example, the Home Economics faculty offers short courses in interior decoration, camp-cooking, catering for special occasions, and social etiquette; while the Science department offers activities in floriculture

(Continued on page 233)

*Boys' Week Parade
in New York City*

*Etching by
Alice Harvey*



Boys' Week and the Boy Problem

Rotary's great movement to give propaganda and publicity to the boy as a nation's greatest asset

By WILLIAM LEWIS BUTCHER

IN 1920, when the New York Rotary Americanization Committee was in a state of doubt and speculation, when it seemed as if the boy problem was too stupendous for any one organization to attempt to solve, the committee decided that they would send out a questionnaire to two hundred and fifty boys' workers and others interested in boy problems. The general question asked was, "How can New York Rotary best bring the attention of the public to the boy and his problems?"

In one of the replies received, it was suggested that the problem of the hour was to develop the right attitude toward the boy, and further, to present the facts concerning the boy-life in New York City to the people. It was suggested that the best way to do this would be to have one entire week when the public could see boys in the shop, at school, at play, and, especially, in a great Loyalty Demonstration down the world's greatest boulevard, Fifth avenue. The plan was promptly adopted. A committee was organized to develop the plan.

The Rotary Club then called upon the boys' workers of the city to co-operate in carrying the program through to a successful conclusion.

That was the origin of the Boys' Week

Movement, which has since spread throughout the world. As a result of this movement to give propaganda and publicity to the boy, Rotary has taken up boys' work in a mighty way. The organization that takes as its motto, "He profits most who serves best," has met the issue, and a hundred thousand Rotarians in fourteen hundred cities in twenty-seven different nations and in five continents, are thinking in terms of boyhood in a big way.

The spark was kindled with the first parade on Fifth avenue and the flame had spread to two hundred and seven cities in 1922. The movement extends from a far-flung line from Prince Albert in Saskatchewan to Cristobal-Colon and from Edinburgh in bonny Scotland to San Diego in California.

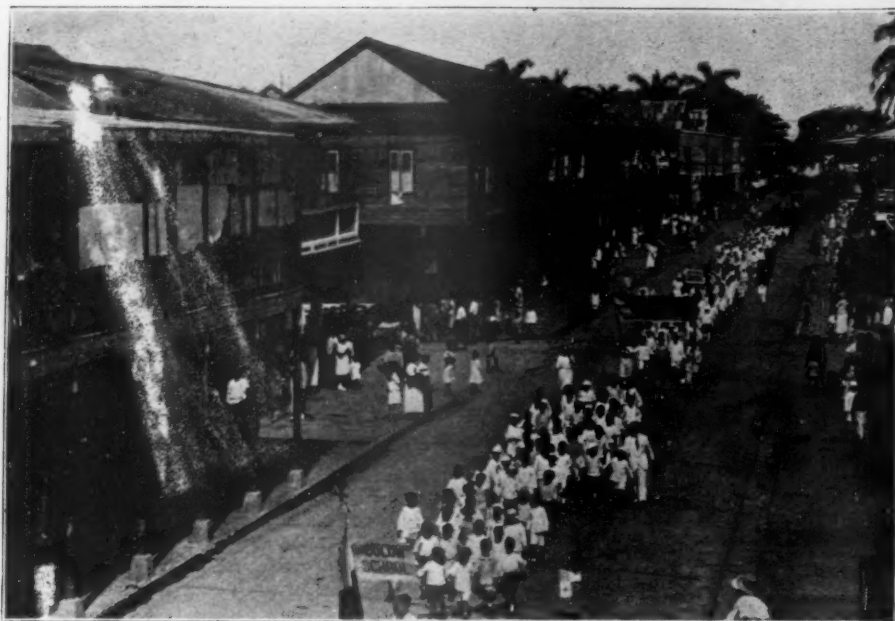
If any of our readers perchance stood on Fifth avenue, or on Michigan boulevard, Chicago, or on Broad street, Philadelphia, or on the principal streets of the two hundred other cities last May Day, you know what a wonderful demonstration it was, not only of the potential manhood of America but of the loyalty of America's boyhood to the ideals and fundamentals at the heart of this Republic. Cold-blooded the man who did not shed a tear or did not feel a heart-

thrill as he watched boyhood triumphant march by.

The writer has visualized this mighty pageant before business men in a hundred American cities. He has told the simple facts, and in every case there has been an awakening on the part of these men to their responsibility toward the boy.

IT is conservative to state that two million boys marched down the boulevards of two hundred and seven cities throughout the world in 1922, pledging their loyalty to their respective nations. Seven of the ten largest cities in the United States carried out this program and at least ten million people watched the boys on parade.

Some of you are bound to inquire, "What have been the specific, definite results of Boys' Week?" A few months ago the writer would have answered, "Can you march two million boys down our streets before our citizens without awakening the enthusiasm of the public? Can boys demonstrate their loyalty without the public realizing the potential power of its youth? Can you think in terms of boys for one entire week and see boys in action in school, in shop, at play, at home, without happy results?"



The spirit of Boys' Week has spread to the land of palms. This picture shows a Boys' "Loyalty" parade at Cristobal-Colon, Panama.

Can the public press print thousands of columns of news matter and hundreds of editorials; can hundreds of speakers sound the note of boyhood from the public platform; can the movie screens, the magazines, the trade papers picture graphically the boys of a nation without some definite results being accomplished? This would have been my answer.

BUT during the month of January, I sat down in a little office in Chicago and I found myself poring over hundreds of letters, editorials, and testimonials from the great and near-great, sometimes till near midnight, and then I realized for the first time that there were some definite results that can be measured both in terms of money and in boy-power. Some of the results, in brief, that have been accomplished by Rotary Boys' Work and Boys' Week during the last two years, are as follows:

One hundred surveys of boy-life in cities and communities. Newly organized boy movements, boys' clubs, Boy Scouts, boys' hotels, work for crippled children, summer camps, playgrounds—all of these developments resulting in an expenditure of approximately a million dollars.

Add to these definite results the increased interest in boys as the nation's greatest asset; the city-wide recognition of the boy; the development of the underprivileged boy into an asset instead of a liability. Think also of recognition on the part of the government and city officials of their responsibility toward the boy. In general, Boys' Week has awakened the interest and enthusiasm of the cities and nations that have watched the boys parade on the principal boulevards and who have witnessed the week of progress that have emphasized the various

features of boys' work and the boy problem.

During January, some of the members of the International Boys' Work Committee met with representative boys' workers from various parts of America to discuss boy problems, and particularly to take stock of the results of the Boys' Week as carried out by two hundred and seven cities in 1922 and to plan for an International Boys' Week this year.

The reports made at that conference, when added to the hundreds of letters and testimonials that had been received from cities throughout the world demonstrated in a wonderful way the effectiveness of the Boys' Movement in focusing the attention of the citizenship of the nations on the boy. It was agreed that the Boys' Week Movement had assumed such an international influence that it was desirable to carry out the program on a world scale this year. Further that definite dates should be set so that the people in hundreds of cities may think in terms of boys at the same time. As effective as the Boys' Week was in 1922, nevertheless much momentum was lost because the various cities held Boys' Week on different dates during the year. It is highly desirable to carry out the same program with only such deviations as seem necessary in order to conform to the needs of local communities.

The slogan adopted by the Chicago meeting was, "Boys—the nation's greatest asset."

The following program has been developed after careful consideration and consultation with boys workers and Rotarians who have been interested in Boys' Week since its inception. It is hoped that the "days" and dates can be carried out as outlined. The value of carrying out the Boys' Week program at one time all over the world cannot be overestimated. Following is the sug-

gested program for the 1923 International Boys' Week:

Sunday, April 29th—"Boys' Day in Churches."

Monday, April 30th—"Boys' Day in Schools."

Tuesday, May 1st—"Boys' Loyalty Day—Boys' Loyalty Parade."

Wednesday, May 2d—"Boys' Day in Entertainment and Athletics."

Thursday, May 3d—"Boys' Day in Industry."

Friday, May 4th—"Boys' Day at Home."

Saturday, May 5th—"Boys' Day Out-of-Doors."

Following are the plans and purposes of the several "days:"

BOYS' DAYS IN CHURCHES. The purpose is to focus the boys' minds upon the religious faith of their fathers; to interest the parents in the religious life of their boy; to cultivate in the heart of the boy a devotion to the faith of his fathers; to interest the churches in developing a program that will appeal more strongly to boys.

The Plan: The minister in pulpit, the priest at mass, the rabbi in the synagogue, should address parents on their responsibility toward their boy and likewise, the boys on their responsibility toward their parents. Sunday schools should prepare a special program that will appeal to the boys, with a short address by one who possesses the art of talking to boys. It is desirable that the boys themselves have some part in the program. Boys' organizations should be invited to attend the evening services in a body.

BOYS' DAY IN SCHOOLS. The purpose is to impress our boys with the value of an education as a necessary requisite in character-building for citizenship; to cultivate a deeper regard on the part of our citizenship in the school as the greatest institution for the building of good citizenship and sterling manhood; and to arouse officials and authorities in establishing adequate facilities, such as schools and playgrounds, so that there may no longer be part-time classes and a lack of recreational facilities.

The Plan: Messages should be read to the school children from the Governor of state or province, the Mayor or from other provincial officials. There should be a special program in the schools, including a song program, declamations and musical numbers by the boys, with a special address by a business man who knows how to talk to boys. In the Catholic schools it is desirable to have a message from the bishop or archbishop read to the boys. A similar program should be carried out in private schools for boys. The general ideas to be emphasized on this day are: "Stay in School;" "Back to School;" "Cultivate the Library Habit;" "Education Pays not Only Fi-

nancially but in Developing the Maximum of Human Happiness and Satisfaction."

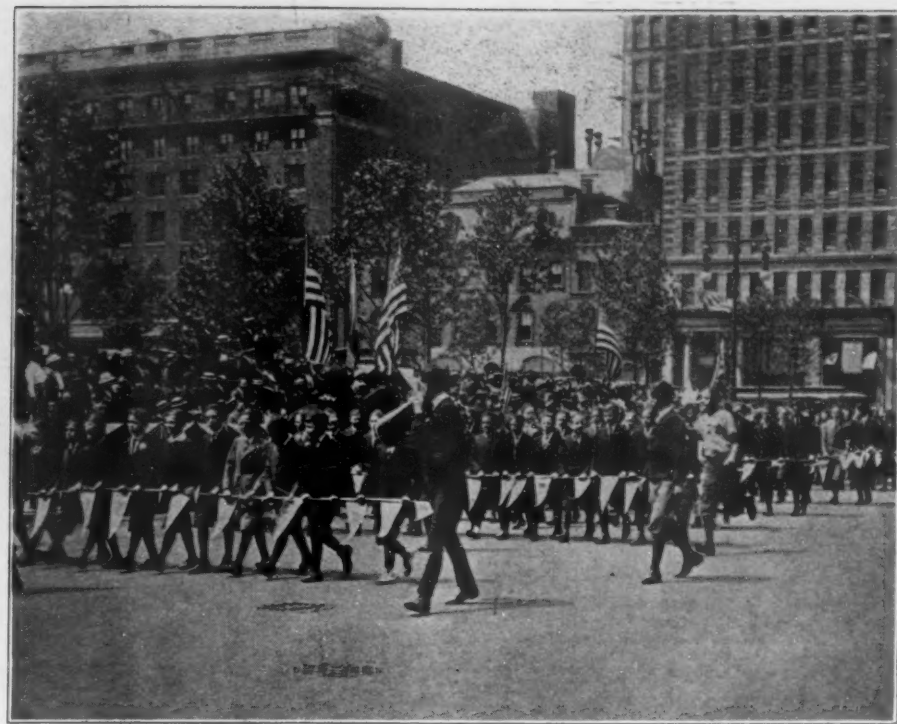
BOYS' LOYALTY DAY—BOYS' LOYALTY PARADE. The purpose of the Boys' Loyalty Parade is to develop loyalty on the part of the potential manhood of the nations. To turn May Day into a loyalty demonstration of youth. To give the public an opportunity to review its potential citizenship. To awaken an interest on the part of the public in the school and in organizations engaged in work for boys. To focus the attention of the public upon the boy as the medium through which all problems of society can eventually find their solution. To create a healthy attitude toward the boy. To develop in the boy himself a respect for the ideals of his country and the opportunities which await him in the community. To provide an opportunity for the schools and the organizations working with boys to demonstrate their programs of work. To cultivate in the minds of the citizenship at large the fact that the boy is the foundation-stone upon which a nation is built either strong or weak.

The Plan: Declare a school holiday. Arrange with industry to give employed boys a holiday so that they can participate in the parade. The units in the parade should be representative of every organization working with boys throughout the city or community. (Plan and organization of parade can be found in booklet entitled "International Boys' Week Program.")

BOYS' DAY IN ENTERTAINMENT AND ATHLETICS. The purpose of this "day" is to demonstrate the work of different organizations specializing in dramatics and athletics; to enable the public to see what the boys' work organizations are doing in developing the latent dramatic and athletic ability of the boy; to develop the spirit of playing the game for the game's sake; and to provide the public with an opportunity of visualizing the boy power of the community.

The Plan: Indoor athletic meets, either on the inter-house or intramural plan in every available gymnasium in the city, with uniform programs and standard tests. Public invited to attend free entertainments in dramatics given by boy talent everywhere. Opportunities for self-expression in music and dramatics.

BOYS' DAY IN INDUSTRY. The purpose here is to interest the business man in the boy as the potential employer and captain of industry and leader in business. Likewise to impress upon business men the desirability of giving the boy an opportunity of learning a trade or a business from beginning to end; interest the boy in the value of learning a trade or a profession; to create a co-operative spirit between employer and employee in order that a business enterprise may develop good for both; to



The Loyalty Day Parade at Philadelphia attracted the attention of the entire city. The picture shows a section of the parade of 40,000 boys passing the reviewing stand.

prevent blind-alley jobs and to create occupations which will afford a chance for every boy to succeed; to emphasize the dignity of labor; to feature vocational training and guidance; and to give the boy a future and to let the boy see it.

BOYS' DAY AT HOME. The purpose is to interest fathers and mothers in their own boys and to emphasize the home as the greatest institution for character-building and good citizenship.

The Plan: Distribute printed circular emphasizing the purpose of Boys' Day at Home. Ask Rotarians, members of Chambers of Commerce, Kiwanians and other business groups to stay at home with their own boys, thereby setting an example to the fathers of the community. Find a homeless boy and add him to your happy family circle for that evening.

BOYS' DAY OUT-OF-DOORS. The purpose is to emphasize life in the open and to enable the public to see the boys in action in the open spaces and parks of the city. A suitable day for the opening of baseball leagues, playgrounds, outdoor public baths, etc.

The Plan: Outdoor Scout demonstrations. Woodcraft Grand Council Rings, track meets, hikes, baseball games, marble contests, relays, etc. A good day for Sunday school outdoor activities and parades.

Even as advertising, propaganda, and publicity are essential requisites in a good business enterprise, in like degree it is necessary to focus the public attention upon the boy as a nation's greatest asset. It would take a volume to give adequate expression to the splendor, the pageantry, the enthusiasm and

the stupendous results of the Boys' Week program. Here and now we can offer no better argument for carrying out the Boys' Week program in 1923 in every city where there is a Rotary Club than the expressions that have come from the great and near-great; the sentiment that has been expressed by the rulers and dignitaries of states and nations.

PRESIDENT Warren G. Harding expressed the real spirit of Boys' Week when he said, "The boys of today will be the men of tomorrow, and the future of our nation and the world will be in the hands of the men and women of a future that is but a little way ahead of us. We know now, because the great war emphasized it in our minds, how very necessary it is that the boys of today shall be taught to be strong, clean-minded, sound-bodied, intelligent boys, in order that when their time comes to take the world's stage, they may be the kind of men the world will require. You have all my good wishes for the success of your Boys' Week and for the best possible results from it."

W. L. Mackenzie King, the prime minister of Canada, voiced the feeling of twenty cities in Canada that carried out the Boys' Week program last year, when he said: "It affords me much pleasure to associate myself with those who have commended Rotary International for its work among boys."

"Civic environments are necessarily the training-school for citizenship. Whatever serves to give practical expression to youthful idealism in any walk

(Continued on page 243)

WELCOME TO ST. LOUIS

GEO. R. MERRELL

W. A. LIPPMAN

HERMAN SPOEHRER, PRESIDENT
ROTARY CLUB OF SAINT LOUIS

GEORGE J. TEXTOR

PERCY REDMOND

FRED W. DROSTEN

HI MARTIN CHAIRMAN
CONVENTION CITY
EXECUTIVE COMMITTEE

COME

The Convention City Executive Committee

For the Rotary International Convention at Saint Louis, Missouri, June 18-21

EVERY member of the Rotary Club of Saint Louis has resigned from his business, conventionally speaking, in order to devote all his time to his particular job in making the convention a success and in making your visit an enjoyable one. Lack of space forbids the printing of the pictures of all of the two hundred and sixty-five members, so we are introducing here the members of the Convention City Executive Committee—the fellows who have charge of the general arrangements. The other two hundred and fifty-eight members you'll meet at Saint Louis—they'll be waiting for you at the depot!



The Riverview Country club is one of a score or more attractive private clubs which offer recreational facilities in Saint Louis. Besides these private clubs, Saint Louis has two municipal golf courses and ninety-one public tennis courts, some of which are provided with powerful electric lights for night playing.

Some Convention Hospitality Features Planned for You!

By HI MARTIN

Chairman, Convention City Executive Committee

OH, FOR A WAY to make cold type smile! It seems almost cruel to even attempt to paint a word picture of our coming Rotary International Convention.

To begin with, the attendance is sure to be far greater than at any previous convention, because of our central location. This means that the happy hearts, the big smiles, the inspiration, the Rotary fellowship, the meeting of old friends, the making of new ones will all be on a bigger, broader, greater scale which will make the convention a priceless memory to everyone who attends.

Just think for a minute of the thrill you are going to get when you walk into the Coliseum on Monday evening, June 18th, under the spell of soul-stirring music and with the flags of twenty-eight nations waving over your head—and, if you are a little late, looking into the smiling faces of some 12,000 to 15,000 happy, singing Rotarians. Oh, what a sight! What a thrill! What a wonderful body of men and women gathered there from all around the world! But that is not all. We are just starting. The pageant that will then follow and the address from a speaker whose fame has been encircling the globe for many years will repay you right then and there for all the sacrifices that you could make to come to the convention.

Think of seeing our beloved

president—Ray Havens—opening this convention! He may have had a few thrills all right at inter-city meetings, but his big one is yet to come—the crowning achievement of his life (so far).

On Tuesday, the ladies attending the convention will be given a river excursion on one of the most beautiful river steamers in America. There will be music and games, and refreshments will be served. Rotarian Eddie Guest—"the People's Poet"—will accompany the ladies and tell them how to drive an automobile from the rear seat—and some other things.

Then Tuesday night, under the star-studded blue June sky—than which there is none more beautiful anywhere than

in Saint Louis, and the pale Summer moon over our heads, in the Municipal Open Air Theater, a beautiful opera, selected by a popular vote of all the Rotary clubs of the world, will be given. It has been said by travelers that there is not another theater in all the United States, or perhaps the world, that can compare with the Saint Louis Municipal Open Air Theater. A Bell "loud speaker" will be installed over the stage so that the entire audience of 12,000 to 15,000 can hear every word. And the seats are so arranged that everyone can see. What a picture! What a sight! What a treat!

Wednesday, the convention adjourns at noon—something unusual and a little bit different. Wednesday afternoon, you are invited to see New York play ball against the Cardinals as our guests; you are invited to play golf or tennis at any country club in Saint Louis; automobiles will be there to take you to the famous Shaw's Botanical Garden—the finest one in the world outside of Kew, England; or to any manufacturing district or plant or wholesale house that you would like to visit. In other words, all Saint Louis will say to you on this particular afternoon:

"Now, what would you like to do best? You are our guests and we are at your service."

How happy we are all going to be when that day comes in



An Aeroplane View of Downtown Saint Louis



Group of Churches on Kingshighway, Saint Louis



Valley of Lakes at the Zoo, Saint Louis

the privilege that will be ours to serve you!

Wednesday night, the Coliseum will be redecorated, the chairs taken out, a dance floor placed over that immense arena—everything made ready for the President's ball. The thrill and splendor of the scene, the beauty of the settings, and the inspiration of meeting all the International officers and their wives is beyond my poor power to describe.

Thursday—another all-day session of the convention; but Thursday afternoon the ladies come into their own. At the reception for the wives of the International officers at the Chase Hotel, a musicale and tea will be given that we hope will make not only Rotary hospitality history, but history for the Middle West. The Chase is one of the most beautiful hotels in America, only completed last October. It is situated at the entrance to Forest Park at Kingshighway and Lindell Boulevards.

THURSDAY night, Forest Park Highlands, one of the most beautiful amusement parks in America, has been leased for your exclusive use. There you will find everything from swimming-pool, dance hall, fun houses to roller-coasters, shooting-gallery, mountain ride and every other feature of entertainment, all at your disposal—in fact, the biggest free entertainment ever provided at a Rotary International Convention. Can't you just picture what is going to happen when 15,000 good-natured, clean-minded, pleasure-seeking Rotarians are turned loose in this garden! Again, words are absolutely inadequate. We think this particular evening will stand out in your memory the rest of your lives as being one just full of pure, wholesome, good-natured, uplifting fun



Shaw's Botanical Gardens

that helps to make you younger and younger.

It is difficult to attempt to describe the hospitality features of this coming convention without at the same time hitching it up with the work of the convention itself. Everyone who has ever attended a Rotary International Convention knows that nowhere else on earth can one get just the same kind of inspiration that he gets at a Rotary International Convention.

Saint Louis in June—the most beau-

tiful month of all the year, is going to fairly bubble over with Southern hospitality—and—we want you *all* to come and partake. It is an utter impossibility to write every club, and to tell each of you how welcome you will be—how much we want you—and that we will find accommodations for you *even now* if you will quickly decide and only tell us that you are coming.

OUR hotels are going far beyond their customary limits in furnishing maximum accommodations. Our streets are going to be free to all those who come in their automobiles, and ample parking space will be provided. Our tourists' accommodations will surprise you and please you—the whole city has been converted to the Rotary Motto—"Service Not Self."

When our Mayor—Henry W. Kiel—heard that you were coming, he got busy and on February 9th last, we passed an eighty-eight-million-dollar bond issue for civic improvements. The next week, the Terminal Railway Association announced in big headlines that they had decided to spend one hundred million dollars on Saint Louis terminals.

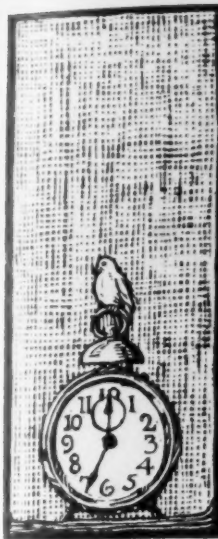
Think of it! One hundred and eighty-eight million dollars for great civic beautification projects and for the comfort and convenience of those who travel.

Saint Louis stands first in the nation in the manufacture and distribution of so many lines that it would take too long to enumerate them. The one we're proudest of is our special brand of *hospitality*. We want you to come and get acquainted. It will pay you. It will enlarge your Rotary vision. You will never have another opportunity like it.

In the name of our city, our Rotary club, and the executive committee, I beseech you—**COME!**



The lounge of the Hotel Chase. The musicale and reception to the wives of Rotary International officers will be held in this hotel on Thursday afternoon of Convention Week. All visiting ladies are invited to attend this function. The Chase is one of the most beautiful hotels in America and was completed last October. It is situated at the entrance to Forest Park.



"I was just thinking, Henry Lippet, if ye'd get up betimes one of these mornings ye might see the white sparrow."

The White Sparrow

A Sketch

By HELEN F. PRICE

Illustrated by Albert Winkler

ROBERT Lippet, a tall, lean, handsome Southern gentleman, stifled a yawn and informed the people seated around a table at the Palais Royale Cafe: "I guess I'll be running along now; it's three-thirty, and if I don't soon leave I won't be able to get up in time to keep the white sparrow away."

"White sparrow? What's the idea, Bob?" Vivian drawled, with a lift of her eyebrows, while her husband, Bruce Alden, cut in on her remark, asking,

"Why not drink enough to see a green one before you go to bed? Sounds like a much better idea to me?"

Bob Lippet joined in the laugh, "Well, it might just as well be a pink bird for that matter, but my grandfather always called it the 'white sparrow' and as it's an old family tradition, I'm afraid we can't change the color to suit you, Bruce, at this late date."

"Family tradition? How'd the 'old bird' get mixed up with your ancestors?" Nita Moore laughingly inquired of Bob, while her mockingly serious glance swept the other three seated at the table.

"Well, my great grandfather first discovered him," said Bob.

"Gracious, where and how?" asked Vivian.

"Down in Virginia. You see, my grandfather, Henry Lippet, and his brother, came over from England and settled there as gentlemen farmers. They were sporting men and like most of their class, knowing very little about farming, they preferred to sit up half the night with their cards and wine,

leaving the management of the plantation wholly to their overseer and his slaves. Keeping late hours, naturally the brothers slept well on towards noon of each day.

"And why not?" Henry would ask, "isn't Edwards, the overseer, hired to look after things for us?"

"But gradually," Bob continued, realizing he had caught the interest of the group around the table, "they became conscious of the fact that their cattle were thin and sickly, their chickens scrawny, their pigs lean, while the livestock on the neighboring farms was sleek and fat and thriving? This puzzled them, for the hills showed an abundance of food, and the barns were well stocked with provender.

"Now one day, rising late as usual and making a leisurely toilet, Henry Lippet mounted his horse and rode off to the nearest market. It was nearly noon, and the sun beat down on his head. The wine from the previous night's revelry parched his mouth, so he pulled up his horse and dismounted at a spring by the roadside.

"Now it also chanced that John Marrow, an old hermit that lived up on the mountain top, had stopped to water his horse, and turning to Henry Lippet, said, 'Just startin' to market, air ye, Mr. Lippet?'

"He scarcely concealed the sneer in his voice, and Henry Lippet caught the inference in Marrow's tone and gave him merely the curtest of nods.

"But Marrow ignored the snub and continued: 'I was just thinking, Henry

Lippet, if ye'd get up betimes one of these mornings ye might see the white sparrow.'

"White sparrow? What's that?" Henry inquired.

"'Spose ye get up an' find out fur yerself,' Marrow sneered; and then stepped into his cart, chirped to his horse, and drove off.

"All the way to market and back, Henry pondered over this strange advice, his curiosity growing apace with each hour.

"That evening he did not play cards with his brother, neither did he sit up late or drink overly much, for he had determined to rise with the first gleam of the sun to see this most curious bird, the 'white sparrow.'

HERE Bob paused and gazing around the table explained:

"Now you all know that the sparrow is a thief among birds. While the other birds are still sleeping, he is up taking all of the grain and the crumbs that should partly, at least, be theirs. And my great grandfather was soon to learn this lesson, for when he descended the broad terrace of his plantation the next morning he discovered that while he slept like the other birds, the white sparrow in the form of Edwards, his overseer, had been up and doing. His grain, his feed, his slop for the pigs, were all being sold to the neighboring farmers at a goodly price, while Henry's own livestock got the meagre fare that was left.

"And I wonder how many of you here tonight would find a white sparrow in

your home if you looked?" Bob concluded with a smile at the group.

"Well, for my part," Nita Moore drawled, "I'd have to meet my white sparrow going home."

"Won't work, my dear," Bob retorted.

"The old story runs that eyes befogged with a night of revelry can't see the white sparrow. He's a pretty wily old bird; he never gets up till we get home."

"Try it to-morrow yourself, Bob," Vivian suggested, "and let us know what you find."

"I always have applied the tale to myself and with great success; I know there are no white sparrows in my life." Bob laughed as he arose.

Nita was young and pretty—and "jazzy." Those three words give you a complete picture of her, particularly the last, for there was nothing shy or retiring about either her looks or her nature; both were vivid, catchy, and exhilarating. The whole blended into a harmony that was undeniably fascinating, but like the jazz music that catches your fancy for awhile until you play it, hum it, dance it and then suddenly weary of it and take up a new tune, so it was with Nita Moore. Men rushed her, dined her, danced with her, adored her, and then—dropped her.

NOW the next morning as Nita turned over in her bed, she heard the first sleepy twitter of the English sparrows in the vine outside her window. It reminded her vaguely of something, but she was far too sleepy to concentrate. She buried her mop of black curls farther into the pillow and pulled the covers tighter up around her neck and expected to drift back into peaceful slumbers. But the noise of the sparrows grew louder, more persistent, and the semi-conscious thought of something "she should remember" annoyed her.

Then she remembered, "Oh, that fool story of Bob's, of course. Now that she remembered it, she thought that she could sleep, but found that she could not.

So she finally sat up and looked out of the window. It was cool, crisp, and gloriously exhilarating out of doors, and

her head felt heavy and hot. She wished she hadn't taken that final drink last night. Then her mind returned to the story.

"But there's no white sparrow for me to find," she argued with herself.

"and I haven't a care in the world."

She thought of Bob, and realized that he was commencing to tire of her as all the rest had done. He hadn't waited until she was ready to leave last night—he had suggested going first himself. And she liked him—yes, she admitted she liked him better than all the rest. Just little things like his story last night showed that he was different from them. He danced and flirted and drank like all the rest, but in moderation, and it wasn't all of life for him.

She slipped her feet to the floor, found her slippers, threw her kimono about her shoulders and crossed to the window. The street was deserted, and a soft, peaceful light

hung over it. Then the jarring sound of a taxi rent the air as it rounded the corner and drew up in front of a house a little way down the street. A young man in evening clothes was helped out and found a rather uncertain way to the door. She recognized him. He had been at the "Palais Royale" at a nearby table. He seemed to have been the life of the party—then.

The incident left a rather unpleasant taste in her mouth; it had somehow taken some of the beauty out of the morning. She closed the window and began slowly, almost automatically, to dress. She had no very clear idea just why she was doing it, or what she intended to do when it was done. But when she went to the closet to secure a dress, her eyes fell upon her riding habit and she took it down and put it on. Opening the door quietly, she descended the broad stairs, but before she went out of the door she was halted by voices in the living-room. Ellen, the maid, was just beginning the morning dusting—straightening up the confusion left by the family the night before. Dora, the cook, who should have been setting the table in the room beyond had evidently stepped in for a few words. Nita distinctly caught her own name and

paused instinctively to hear what they were saying.

"Miss Nita? No, you mark my word now he won't marry her either; he'll drop her like all the rest did," she heard Ellen say.

"Shouldn't wonder!" Dora said with prompt and unflattering acquiescence. "It's all right to run around with the likes of her, but when a man marries he wants a girl who'll make a home for him; not one of these creatures that hasn't an idea in her head but pleasure. Knowing the latest dance-step doesn't get a man a square meal!"

NITA heard Ellen cleaning the ash-tray, and as she walked over to the fireplace to throw the burned-out stubs in its depths, she said to Dora: "And look at these—all over the house. A man don't want female ashes in his nursery or a whisky breath on the mother of his children, either."

"You bet, he don't," Dora agreed fervently. "But what I can't get over is how a sensible woman like Mrs. Moore brung her daughter up like that."

"They don't bring them up, these days," Ellen laughed, "They raise their selves."

"And raise hell generally doing it, too," Dora added.

There was another slight pause while the dusting continued. Then Ellen commented, as she evidently dusted the surface of the frame that held an old picture of Nita's mother: "Don't look much like she used to, does she?"

"No, she was right pretty, then," Dora agreed. "But Lordy, the whole responsibility of the place falls on her; none of the rest of the family ever do a thing to help her. She's that tied down she don't get a mite of pleasure; everybody else is so busy having a good time themselves they can't think of her."

"And Miss Nita's the worst of the lot—selfish. She's so selfish she thinks there is no one else in the world but herself."

Nita waited to hear no more. Her cheeks burning she opened the front door quietly, crossed the porch and walked swiftly to the stable where it took her but a few minutes to saddle her horse and she soon found herself headed for the outskirts of the town.

Nita glanced at her wrist watch; it was just a quarter of seven. Twice in her life she had stayed up until this hour, and once she had gotten up while in boarding school to catch a train, but never before in her life had she risen at this hour of her own free will. She was struck with surprise at the many people who were up and stirring. Maids were sweeping the front verandas, little groups were already gathered on the street corners waiting for the city-bound trolleys, and when she reached the open country, farmers' wives



"They don't bring them up, these days," Ellen laughed, "they raise their selves."

were busy bringing the milk or scattering grain to the noisy flocks of chickens in the barnyards, while their husbands had already gotten the day's work in the fields well under way.

However, beauty of the country failed to drive the disturbing words she had overheard from her mind, and then suddenly and with a distinct clearness as though the whole of her past life were stretched out before her in a scroll, a great truth came to her. Drawing her horse to a sudden stop, she said aloud in the surprise of her discovery—

"Why, I'm a little white sparrow myself. I've been stealing mother's youth, her good time, her unselfish love, everything she can give, and giving nothing in return myself."

ABOUT this time Vivian Alden yawned, opened her eyes sleepily, glanced over towards the bed where Bruce should have been peacefully sleeping, and saw the bed was empty. Raising herself on one elbow, she glanced around the room, and then became conscious of the splash of the shower in the bathroom and her husband's "Brr-rr-r" as the icy shower came in contact with his warm skin. She frowned and glanced at the clock on the bed table, wondered if Bruce were ill, and just as promptly put the thought from her mind. Surely he wouldn't be taking a shower, and a cold one at that, if such were the case; so she lay back on the pillow once more, still puckering her forehead in bewilderment, then suddenly gave a short little laugh as she commented to herself, "Surely, he hasn't taken that absurd story of Bob's to heart."

She burrowed deeper in the warm folds of the coverlets and decided she'd ask Bruce when he came in, but dozed off into a fitful slumber and did not rouse again until she heard the click of the lock as her husband closed the door behind him. A few seconds later she heard the distant ringing of Nora's alarm, which meant that Nora would be rising to get little Barbara off to school. She reminded herself that Barbara would be six next Tuesday and she must get something up-town for her today.

She tried to doze again, but, like Nita, found that for some unaccountable reason she could not do so. Presently, she sat up, reached for

her flimsy negligé and threw it about her shoulders. She swung her feet to the floor, pushed them into the pair of waiting slippers, and crossed to the door. Opening it quietly, she passed noiselessly down the hall and paused outside the nursery door. She could hear the voices plainly from where she stood. Little Bobbetts was saying—

"No, I can't put my shirt on now, Nora; I haven't had my bath."

"Gracious, darling!" the coaxing voice of Nora answered, "you don't need a bath today; you had one yesterday. This bathing every day's all nonsense to my notion. Be a good little girl."

"But I want one," Bobbetts persisted, "one like daddy takes, with the curtain all around. It's fun, Nora, like being out in the rain."

"Shure, and it's the play you want, not the bath. Come now, no more nonsense—into your shirt."

"But, Nora, I—"

Here Nora cut in: "Now don't start whining. Here, be a good girl and do what I ask you and I'll give you an all-day sucker."

"When?" Bobbetts broke in, all traces of petulance gone from her voice. "Now? Can I have it now, Nora?"

"Oh, yes; if you hurry and dress like a good girl."

"All right,—but, Nora, will mother let me have it?"

"Shure, darling, and what she don't know won't hurt her,—and we won't tell."

"No-o-o—where is it?"

Vivian heard Nora cross to the desk, open the box, and return with the promised candy.

"There you are! Now into the shirt—that's a good girl."

"W-o-o-g-l—mu-r—" Bobbetts' voice commenced.

"If you'd take that thing out of your mouth while you talk, I'd know what you said," Nora commented.

Vivian heard the sharp intake of breath as Bobbetts gave a last good suck to the piece of candy before removing it.

"I said, look at my toe."

"Well, why don't you quit wiggling it and put it into your shoe," Nora suggested.

"But, Nora, doesn't the toe peeking out the hole look like a face peeping out of a window? See, it's nodding good morning to you."

"Bobbetts, Nora's going to get cross in a minute. Hurry up now; put on your shoe."

"Aren't you going to sew up the hole, Nora?"

"What's the use? You'll have two or three more by tonight anyway—and I'll sew them all up at once."

Vivian shivered slightly and drew the thin negligé around her shoulders, her mouth setting in a straight line. But she continued to stand there noiselessly in the hall and listen.

The rest of the dressing proceeded quickly and in silence, save for the sucking of the candy. Then Nora admonished: "Now hurry and eat your breakfast. Nora brought it upon a tray this morning; it's cold in the breakfast-room."

Vivian heard Barbara cross to the table and pull up her small chair.

"What makes the

(Cont'd on page 244)



It was ten minutes later before the first of the clerks began straggling in.



However, beauty of the country failed to drive from her mind the disturbing words she had overheard; and then suddenly . . . a great truth came to her.

How Some Newspapers Serve Their Communities

COLONEL William Rockhill Nelson, the late editor and publisher of the *Kansas City Star*, at one time told a reporter: "The *Star* has a greater purpose in life than merely to print the news. It believes in doing things."

This idea of "doing things"—doing things for the good of the community, has become a definite part of the editorial policy of hundreds of editors in the smaller cities and villages throughout the United States. Partly, perhaps, this idea of community service among smaller papers has come about as a result of the conspicuous service on a larger scale of such papers as the *Kansas City Star*, the *Detroit News*, the *New York World*, and the *Chicago Tribune*. Partly, perhaps, it is the result of the growing feeling in all walks of life that in the welfare of the community as a whole the individual will find his own larger interests.

But whatever the cause may be, the fact remains that in nearly every state there are editors of small papers who have had the vision, energy and sense of responsibility to take the initiative in projects of community upbuilding. Usually this has been a campaign for better schools, better libraries, a community house, a new city hall, a new or remodeled railroad station, and better roads. In many cases it has been striving for something more intangible—bettering the relationship between farmers and townspeople or healing factional differences in the community.

A small town in Wisconsin is divided by a little river and has two business sections. One section has a newspaper run by an editor who believes in doing things for his community. He started a campaign in the paper for hitching and auto sheds for the farmers. Some merchants fought it. Too expensive they said. But it won. Today that side of the river bank thrives. The other wonders and worries. The editor is thriving, too.

A little Iowa town was dying. The local editor started a column headed "Clean Up." He ran an item about every broken sidewalk, every hole in the street, and every vacant lot used as a dumping ground, said it all was a pity, but kept the column strictly impersonal. After that had simmered a while he started alongside it another column headed "Improvements." In it he mentioned, with a word of personal

By NORMAN J. RADDER

Assistant Professor of Journalism
Indiana University

praise for the doer of the deed, every tree planted, every barn reshingled, every house painted, every woodshed white-washed, every cement walk laid. That town is alive again.

Then there is the Middletown (Ohio) *Journal* which has done phenomenal things for its city since the Miami Valley flood almost wiped out the town. Ten years ago a body of public-spirited citizens purchased the *Journal* and at once dedicated it to the best interests of the

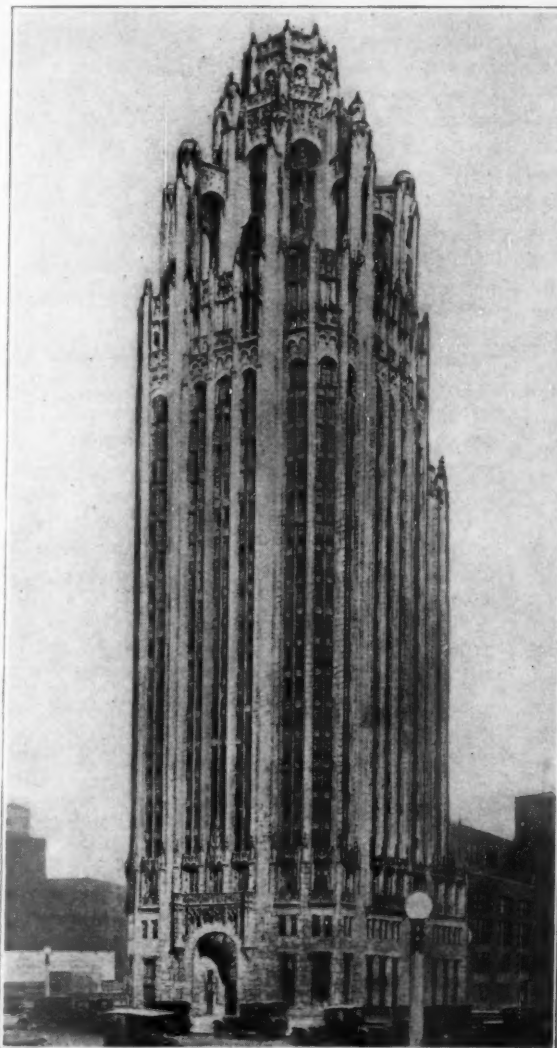
people as a whole. The first step was taken in 1913 following the flood. The federal form of city government was wholly inadequate to meet the problems that followed the disaster. The *Journal* advocated the adoption of the commission form of government and was instrumental in writing the new charter. The *Journal* made a vigorous campaign for its approval when the matter was submitted to a general election. It was carried by a large majority. Ever since, this newspaper has supported the highest type of men for city commissioners.

In the reconstruction work that followed after the flood the *Journal* advocated the erection of adequate school buildings, a larger water-works system, improved streets and the like—all without a single reversal at the polls. And this newspaper not merely aided but took the initiative in starting a Boy Scout and a Girl Scout troop, a recreation association, a Red Cross chapter, and a public-health service.

QUITE recently the *Journal* advocated the raising of a fund of a million dollars to house the Chamber of Commerce and all its agencies and to afford capital for operating expenses. Although Middletown has a population of only 25,000, the entire amount was raised in two weeks. Virtually every resident gave something. The result is that Middletown has a civic spirit that promises great things for the city.

What a newspaper can accomplish in reconciling factional differences in a community is shown by the achievement of the publisher of the Leonardville (Kan.) *Monitor*. While Leonardville has a population of only 325, the people of the village and vicinity were made of half a dozen different national extractions, five or six different religious denominations, and all these elements were lined up into two factions. Mr. Campbell bought the paper about a year ago.

One of the first things he did was to call a town meeting in his office. By personal effort he managed to get some of the town leaders in business, finance, religious work and society to attend. An organization was formed which ever since that time has been meeting regularly and has resulted in cooperation in business, charity, and civic affairs where before there was conflict and friction. The first thing that "broke



Over two hundred designs were submitted in the \$100,000 Architectural Competition for the Administration Building of the "Chicago Tribune," twenty-two nations being represented. The "Tribune" has undertaken a traveling exhibition of these designs in response to requests from many universities, fine arts societies, art institutes, and architectural schools. The prize was awarded to John Mead Howells and Raymond M. Hood, associate architects of New York City.

the ice" and showed the people the possibilities that lay in cooperation was a community Christmas tree. Just now the entire town turns out to radio concerts at the city hall on evenings when there is an unusually attractive musical number or when a famous singer or speaker is scheduled to appear in Kansas City or Denver. While the receiving station is in the *Monitor* office, the community cooperated in raising the fund of \$1,000 for the set.

President Harding's paper, the *Marion Star*, is credited with having done much for the beautification of Marion. Up to the time of America's entry into the war, the *Star* was running annual beautification contests in which the paper offered premiums from \$5 to \$50 and aggregating from \$500 to \$600 for the most artistic properties, the best-kept lots, the best assortment of flowers, the best lawns, and the best vegetable gardens, with a sterling silver vase, worth almost twice the aggregate prizes, as the sweepstakes. In order that undue advantage might not go to people of wealth, the *Star* made three classifications of properties: the first ran up to \$2,000, the second up to \$5,000, and the third from \$5,000 upwards, the same order of prizes being awarded for each group.

When one realizes that there were from three to five hundred entries in each contest and that in every section where a resident was grooming his property for the prize, five or six lots on each side reacted to the impetus, it is obvious what the general effect would be on the city of Marion.

OTHER small papers have stimulated civic beautification by putting up handsome newspaper plants. Conspicuous among these are the *Hartford (Conn.) Courant*, the *Ottumwa (Iowa) Courier*, and the *Red Wing (Minn.) Republican*. The *Ottumwa Courier* included in its handsome building an auditorium for public meetings. There are other small newspapers that have made provisions in their plants for community gatherings. The idea has been advanced by some editors that no newspaper plant should be put up without a room large enough to accommodate, at least, the meetings of various civic and other committees.

The practice has become general among editorial associations in many



What the "Chicago Tribune" and other great metropolitan journals are accomplishing for their cities, is being duplicated in a town of 23,000 population by the "Ottumwa Daily Courier." The "Courier's" building not only teaches the community that a building can be useful and ornamental at the same time, but that it may also become the center of community activities, for the building contains an auditorium for the holding of community gatherings.

states to award a prize to the small paper that in the year past has done most for the upbuilding of its community. Schools of journalism in their newspaper institutes and short courses for editors have also sought to drive home the point that there are two kinds of papers: those that merely print the news, and those that print the news, but also attempt to direct public opinion and public efforts so that substantial benefit to the community as a whole will result.

Often the best interests of the community demand that the editor strike and strike hard at an evil. Instances are not lacking of small papers that have been notably successful in campaigns on moral issues. Last summer the *Lake County Times*, published at Hammond, Ind., began a crusade against vice in Gary. A *Times* reporter visited gambling resorts, soft-drink parlors, and illegal resorts and the paper came out with the names of property owners and the names of Gary citizens who were found in the resorts. Within two months after the campaign was started the Lake County grand jury returned 87 indictments against violators of the law.

It has been said, and probably with considerable truth, that the small-town newspaper has been the most powerful single influence in the reform of the carnival. Only a few years ago every carnival carried with it sideshows and gambling devices of a dubious character. Newspapers, large as well as small, aided

by ministers and civic organizations took up the cudgel against them. Today most carnivals have entirely eliminated immoral side shows, although there are many that still retain objectionable gambling features. Some newspapers, by their strong stand against carnivals of all kinds, have been able to keep them entirely out of a town or county. This was done by the Anderson (Ind.) *Herald* last spring. Carnivals have since been refused admission into Anderson.

The Pasadena (Cal.) *Evening Post* has a beautiful room furnished by its editor, F. W. Kellogg, and dedicated to and for the use of the school children of Pasadena. One of the first things done in fitting this room for the school children was to place upon its walls auto-graphed photos of men and women of America who have accomplished worthy things successfully.

These would not only be of interest, but would be an inspiration to the young students of Pasadena. In the sunny, pleasant room are chairs and wicker table, a washstand, and drinking fountain. The table is equipped with pen and ink, scissors, calendar pad, pencils and periodicals. Upon the walls are pictures of such men as Burbank, Roosevelt, Edison, Burroughs, Eleanor Porter, Riley, Taft, Charles Schawb, Rockefeller, Cadman the composer, and others. The photographs are framed and auto-graphed. Many have a brief message above the signature.

THE Birmingham (Ala.) *News* awards a cup annually to the person who is adjudged to have done the most for his city during the year. In order to encourage civic spirit, the Schenectady (N. Y.) *Union-Star* formed a "Civic Pride" organization for Schenectady. Each ward has a sub-organization of its own. A paper in Richmond, Ind., has been conducting a survey to find out why people do or do not attend church.

The country editor has been one of the most active and influential boosters of the good-roads movement. It has been said that the remarkable success of the campaign for better highways is due to a large extent to the cooperation of the smaller papers.

Within the last few years practically all small daily and weekly papers pub-

(Continued on page 247.)

The Knot-Hole Club

TO DO effective boys' work of any sort requires something more than just the willingness to do it. For the boy has his own theories as to what he wants to do and how he wants to do it, and it is much easier to fall in with his ideals and work *with* him than to foist activities on him which do not appeal to his peculiar but definite ideas of what is desirable. A normal boy hates anything that smacks of charity or even of patronage, for he has all the independence of any young animal. He hates being coaxed to do things and equally dislikes to be coerced. But if you can convince him that you want to work—or play—*with* him rather than *through* him, that you want to meet him on his own ground, to see that he gets a square deal, that you desire his friendship not his blind obedience—then, once you've gained his confidence, he will give his friendship as long as you deserve it.

For boys are very quick at sizing up men, and their judgment is usually much better than their years and experience would guarantee. Consequently the wise man will strive to adapt his plans to boys' ideals instead of trying to force the issue no matter how strong his conviction may be that it is for their ultimate benefit. It is by such adaptation that the Rotary Club of Bristol, Tennessee, has been able to accomplish so much through its Knot-Hole Club.

The Knot-Hole Club is a unique organization with a present membership of over one thousand. It was started at the beginning of the last baseball season when some members of the Boys' Work Committee noticed how many boys either watched the games through any available knot-hole in the fence or waited for a chance foul ball to be knocked over the fence so that they could retrieve it and so gain free admission to the grounds. These boys were of all ages, races, and classes; there were boys from the best families as well as boys from the back streets, for the real democracy of youth, which is much truer than political democ-

racy, is never more evident than it is around an athletic ground.

The Boys' Work Committee, realizing the helpful influence of clean sport, wondered what they could do to assist these boys in getting into the bleachers—so they could see their games from a vantage point "on the other side of the knot-hole." The committee held a conference with their fellow-members of the Rotary Club and with the Baseball Corporation, whose president happened to be a Rotarian. As the result of this conference it was announced that any boy of 14 or under, black or white, wearing knickerbockers, would be admitted to the park on payment of only 10 cents instead of the customary 25 cents if he could present his membership card signifying that he was a member of the Knot-Hole Club in good standing.

To secure his membership card each boy must sign an obligation as follows: "I will attend Sunday School every Sun-

day except in case of sickness. I will not use curse words, and will lead a clean life. I will be a rooter for the home baseball team. I have read or have had read to me this obligation and I promise that I will always obey." Sunday school teachers issue the cards—and they revoke them in case a boy fails to keep his **promise**. The committee saw the wisdom of imposing just as few obligations as possible—and of so wording the obligation that the boy could make his own general interpretation. This recognition of the boy's independence was appreciated, as was also the fact that they were **not** admitted free though the price was greatly reduced. In order that every boy who desires could take advantage of this opportunity, Rotarians have gladly furnished odd jobs now and then.

THE club was an experiment at first but it is now an approved bit of civic work. Although the average daily attendance during the baseball season is around 300, there have been no complaints that boys are attending games regardless of their home duties, or that the club is a detriment in any way.

Recently a questionnaire was sent to Sunday school and church workers asking them to give their opinion of the Knot-Hole Club. The general trend of the replies was that the club had been influential not only in increasing the attendance at Sunday schools but that it had had other beneficial effects on the boys.

Besides the admission to ball games the members of the Knot-Hole Club are also given similar privileges at Lake Sycamore, a beautiful lake which has been improved for public swimming, boating, and aquatic sports. The president of the Lake Corporation is also a Rotarian and this extension of the Knot-Hole Club's activities is due to his influence.

The thousand odd members of the club certainly make their presence known at the ball games—and the enthusiastic rooting for the home team does not slacken when

By C. J. ST. JOHN

MEMBERSHIP CARD BRISTOL KNOT-HOLE CLUB

AUSPICES BRISTOL ROTARY CLUB

This is to
certify that

attends

Is a member in good standing and is entitled to the privileges of the club.

Recommended by

Teacher of Sunday School

THIS CARD IS NOT TRANSFERABLE
and will be forfeited on failure to comply with this obligation

This ticket entitles holder to admission to all games except
Opening Day and Fourth of July for Ten Cents

Obligation

I will attend Sunday School every Sunday except in case of sickness.
I will not use curse words, and will live a clean life.
I will always be a rooter for the home baseball team.
I have read or had read to me the above obligations and I promise that I will always obey them.

Sig. Member

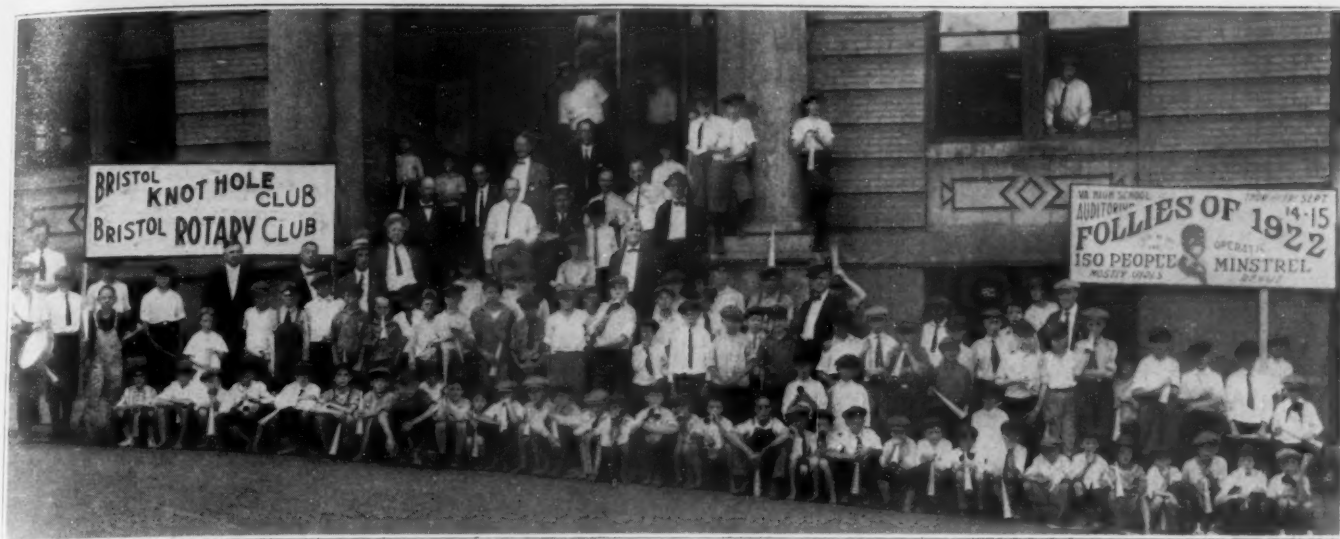
Address

Age

Date

Issued only to boys in knee pants, or fourteen years of age or under

THE KING PRINTING CO., BRISTOL, TENN.



This crowd of youthful fans assembled for the parade which advertised the Knot-hole Club of Bristol, Tennessee, and stimulated community interest in its activities. More than one thousand boys belong to this unique organization and have taken the pledge of clean living which is a requirement for membership.

they pass their fourteenth year. Since the rule is to admit all boys wearing knickerbockers at the reduced rate if they have a card, the knickers continue in style even among boys of sixteen or seventeen.

One little boy asked another how he could get into the Knot-Hole Club and received this characteristic answer "Go to Sunday school, wear knee breeches, and quit cussin'." But swearing is not the only bad habit that is tabooed by this club; the boys interpret their obligation to cover other things—and act accordingly.

THUS the Knot-Hole Club is helping the boys to "play the game" by making them personally responsible for their actions. This tends to reduce many of the minor evils to which boys are especially liable—not so much from evil intent as from pure thoughtlessness. It gives the boys the knowledge that someone is interested in their welfare and in their reaction to civic life.

Last year, the end of the baseball season was marked by a big parade in which the Rotarians and their young friends marched to the music of a brass band, and which served as a preparation for an increased membership this year. Many Rotarians sit in that special section of the bleachers, which is reserved for the Knot-Hole Club and which is marked by a special entrance. The boys seem to appreciate the interest shown in them, and the men enjoy the game and the infectious enthusiasm of the youthful fans.

Both parents and Sunday school teachers are finding it much easier to get the boys to attend Sunday school regularly since the club was inaugurated; and clean sport supplements the lessons

that the boys learn in Sunday school. For fair play is the basis of all good sport just as it is the basis of most civic activity. The boy who has learned to play cleanly and hard is likely to work cleanly and hard when school days are over. He has seen the efficiency of teamwork, and so has learned the value of co-operation in all things. He has heard the scornful remarks hurled from the stands when someone committed a flagrant foul, and this has given him some idea of standards of honesty which will prove valuable in later life. He has learned the value of perseverance even against odds. He has discovered that the best athletes are men who *observe the rules*, and that while violations of those rules may not be seen by the coach, they will surely become evident under the stress of a hard game. He has learned that the most successful men are always broad-minded enough to see the good in others, and are not swayed by prejudice or limited by ignorance. All of this knowledge, whether it is absorbed consciously or unconsciously, is an important part of athletics. It will provide a fund of experience from which the boy may draw for his lessons in citizenship and it comes in a form which he can readily understand and appreciate.

The Knot-Hole Club has given the boys of Bristol a strong motive to lead clean

lives without destroying any of their self-respect. More than that, the organization has established itself as an important factor in community life, and its future success seems fairly certain. Business men—mothers and sisters—all have taken a friendly interest in the new club and there have been not a few offers of assistance in this work that the Rotary club is doing.

THE Knot-Hole Club has overcome the problem of dealing with boys by handling the problem in a boy's own style, and at the same time has avoided any possible conflict with parents and guardians. Boys do not care to be preached at, any more than they care for being objects of charity, and these things the organization has also managed to avoid. In other words, the Knot-Hole Club saves the boy from a knot-hole view of life no less than it saves him from having to witness a baseball game through the same narrow aperture.

The Rotarians find that this blending of religion and clean athletics is a good thing, and are planning to extend the work of the club by cooperation with the boys' work of the Y. M. C. A. and other organizations. In this they are being supported by the citizens of the community who believe the club can be projected into an all-year-round organization.

The boys are learning to play the game of life—as well as to watch others play it—and in this game a membership card in the Knot-Hole Club is not merely good for a seat in the bleachers, it is also good for a tryout perhaps in the game—at least each boy has a fair chance of some day becoming a baseball hero. And what boy—or man—could ask for anything more than that.



Rotary in New Zealand

How the Rotary Clubs of Auckland, Wellington, and Christchurch cooperated in a boys-work activity

By A. J. HUTCHINSON

Honorary Secretary, Rotary Club of Auckland, New Zealand.

IF proof were needed that Rotary is International, the activities of the Auckland Rotary Club would go a long way toward proving the claim.

New Zealand, on the map of the world, is but a dot. It has many times been described as "the stepping-off place for the South Pole;" between it and the polar region stretches nothing but the sea. New Zealand is just as often described as "God's Own Country," and the 1,000,000 people who live here are quite sure that such is the case. Others oft-times say "the last place God made." New Zealanders agree, and claim that He gave them a sample of all that goes to make the world a worth-while place to live in.

It was to this small but wonderful country that Jim Davidson and Layton Ralston brought Rotary some eighteen months ago. That they did their job well and truly is proved by the progress made by Rotary in New Zealand, and its big-brother colony—Australia.

The Auckland Rotary Club has today 100 Rotarian members—not just 100 members, but one hundred Rotarians each 100 per cent Rotarian.

Month by month Rotary work and activity is carried on—this week some aid and comfort to the inmates of some home, next week some cheer to the unfortunates in gaol, then again gifts of various kinds to others; whilst all the time the standard work of helping boys goes quietly along.

Two end-of-the-year Christmas activities are worthy of mention:

THE CITIZENS' CHRISTMAS TREE: This was promoted and carried through by Rotarians. Auckland, like most other cities, has its poor. Those in orphanages and homes are well looked after by other organizations such as the Commercial Travelers Association. But outside the homes, with none to care for them but a small band of hard-working men and women, are the poor, just poor, struggling along year in and year out: this

year the number being increased owing to the depression. On Christmas two years ago (1921) the Rotary Club gave to some 1,200 of these poor children a treat such as they had never had before; it proved a great success. The directors decided to repeat the Christmas tree this last year (1922), the club heartily endorsing the proposal.

A committee was formed and the work was planned. Perhaps the working plan would be of interest to some other club.

Various city workers were asked to make up a list of poor children under the following headings:

Girls under 5 years; girls from 5 to 8 years; girls from 8 to 10 years; girls from 10 to 12 years. A similar list of boys was compiled, with the same grouping of ages.

The list, when completed, comprised 1,250 boys and girls. Different-colored tickets were then printed for each division for boys and girls, which were handed to the city workers for distribution. Suitable toys were then secured for each boy and girl, together with an ample supply of delicacies.

The large town hall was engaged, a huge tree erected and suitably decorated with electric lights, streamers and other material. The whole of the work of sorting out the toys, arranging same on

stalls according to the children's ages, packing the "sweets" into bags, was done by Rotarians, old and young vying with each other to give service. This was all done at the busiest time of the year, many a Rotarian forgetting his own business to give service.

Mention must be made of a team of 30 girls from a Commercial College conducted by one of our club members, who undertook the work of inflating 1,400 balloons through the medium of lung power—no small job, but one that proved most successful, the balloons figuring as one of the chief decorations of the day.

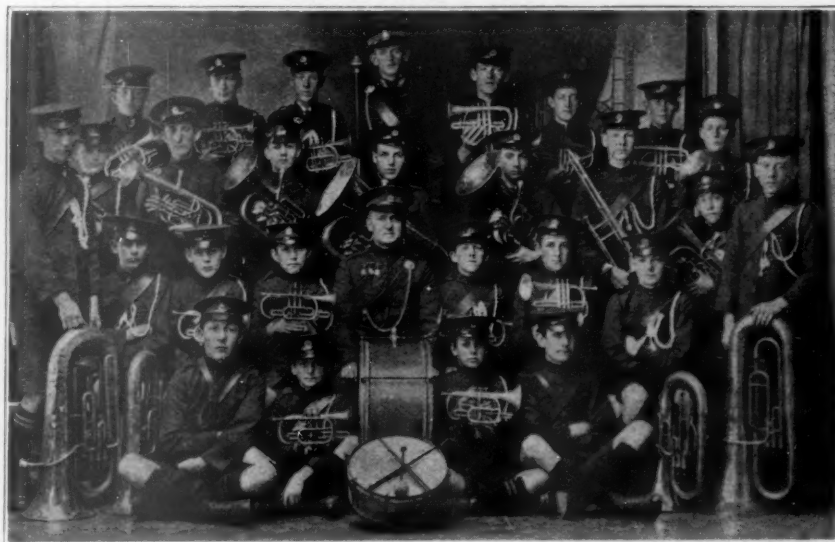
AFTER all the hard work was over—the tree, hall and stalls decorated—the day came.

One thousand two hundred and fifty tickets were issued, and while admission was to be by ticket, fourteen thousand poor children gained admission. Have you ever seen fourteen thousand children, to many of whom Christmas was but a name or a heartache, whose only treat was seeing the toys from which the more fortunate had to choose, being told that this Christmas they too would be remembered. Then the eager rush, the awed expression, the half-doubtful look when the huge tree and pile on pile of toys of every description and dolls by the

hundred, were all ready and waiting for them to claim for their own. Behind it all is a great big story, one beyond the power of my pen to tell.

More than one of us feared that the supply would run short, but thanks to a reserve stock, every child went home happy and contented with as many toys and candy and other delicacies as he or she could carry. In many a home Rotary and the Rotarians' effort to bring good cheer were rewarded. We have had more than one letter of thanks.

What matters what it cost? We were able to carry our (Continued on page 237.)



When Tom Vivian, of Auckland, New Zealand, conceived the idea of taking thirty of the seventy members of the Ponsonby Boys' Band on a trip through New Zealand—900 miles by rail and boat—he found ready support by the Rotary Clubs of Wellington, Auckland, and Christchurch. This boys' band has done much to show the public what music can do toward fostering a better community spirit as well as to bring far-removed communities closer together. The band is one of the leading boys' bands of the world—there are over one hundred boys on the waiting list for admission to the organization.

Unusual Stories of Unusual Men

Ernest H. Wright—Classification: "Condensed Smoke"

By ARTHUR MELVILLE

AMONG the many novel classifications in Rotary there are few which will be more likely to stir the imagination than that of "condensed smoke"; a product invented by Ernest H. Wright of Kansas City, Mo. To many of us the idea of condensed or liquid smoke will seem highly implausible—yet it is a chemical possibility. If you like smoke-cured ham it is quite probable that you have sampled Mr. Wright's product without being aware of it.

John Lyly, in his "Euphues" remarks, "There can be no great smoke arise, but there must be some fire," and the comment is true both literally and figuratively. Every 100 pounds of hardwood, burned, produces 60 pounds of smoke under Mr. Wright's process. But in addition to the physical product, there are the invisible fires of ambition and genius which blazed to make possible a business with an annual income of half a million dollars. For this novel occupation was not started without considerable effort; there were many problems to overcome before the pioneer industry was placed on a paying basis.

And it is not merely as a new industry that this "liquid smoke" concern presents striking variations from the usual business. It is operated under conditions which are just as novel in the field of management as the business itself is novel among the various occupations of mankind. For example, how many employers are there who would venture to leave their business for months at a time, leaving their employees to "carry on" alone while the proprietor was abroad untroubled by business correspondence? Yet two years ago when Mr. Wright took a trip to Japan, his employees—and prospective heirs—did not even know his address, yet he returned to find that the business had gone serenely on without him. All of which proves that none of us are as absolutely essential in this world as we sometimes imagine, and also that Mr. Wright was entirely justified when, before leaving for the Orient, he made a will leaving the business to



From watching a drop of black liquid trickling down the side of the stove-pipe to a business of \$500,000 annually, represents the first and last steps in the career of Ernest H. Wright, of Kansas City, Missouri, inventor of condensed or "liquid" smoke. Mr. Wright has made provision for the eventual turning over of the entire business to his employees, or to the "Wright family," terms in which he always refers to his workers.

the employees who had co-operated so well with him in the past.

"The employees had to shift for themselves," he said, "and they got along all right without me. My going was not merely a pleasure trip. When a parent intends to leave a large business to his sons he should give them some responsibility before he dies. It would be well for him to take the kind of trip that I did."

"Before going," he continued, "I made a will in which I left my business to my employees. I have no other family. I am satisfied that they can manage after I am gone. I prescribe no form of administration in my will. They have watched me run the business for years and after I am gone they will find a way."

This was not Mr. Wright's first absence of this kind, for in June, 1919, he went away for a month without his workers knowing where he was. When he returned he found that it had been the best month in the history of his business. This little surprise had been planned by his employees, so Mr. Wright felt that some expression of thanks was in order. Calling his workers together, he said: "I am not going to show my gratitude merely by saying 'thank you.' There was one week in June which broke the record. Every week that you duplicate that I will add 25 per cent to your wages. Every week that we get \$1,000 over that, I will further increase your wages 8 per cent."

THERE was not a week during the year in which they failed to beat that record and some weeks as much as 95 per cent was added to the salaries which they received.

The story of the manufacture of "liquid smoke," which is bottled and used by farmers to cure meat, dates back to 1895 when Mr. Wright began to manufacture it himself, doing all the work and even printing the labels by hand. Three years later he located in Kansas City because he felt that the business needed a great distributing center. And the business has grown proportionately with the growth of the city.

The idea for this unique product originated when Mr. Wright was a boy of fifteen working in a print shop for 50 cents a day. There was a big stove in the shop and the boy once noticed a drop of liquid trickling down the stovepipe. A little thing, yes, but ten years later it gave him the basis of his fortune!

Meanwhile he had become a druggist at Thayer, Nebr. After a brief clerkship he bought a drug store. Sixteen months later he sold the store in order to take a special course at Northwestern University, Chicago. He was twenty-three at this time and it was necessary to work to defray his expenses. Chemistry had always appealed to him and when he bought a bankrupt drug store in Ulysses, Nebr., after his two years of study, he



This picture shows a section of the bottling department of a Condensed Smoke factory. The liquid smoke is aged before it is bottled for distribution to farmers and housewives. At first, Mr. Wright did his own bottling, but now the assistance of several men is required.

continued his spare-time experiments. The memory of that drop of black liquid trickling down the stovepipe led him to study the combustion of wood. He found that smoke going up a pipe became condensed when it struck cold air. He continued to experiment, running the smoke through a condenser and discovering that the resultant drops of liquid contained some twenty different substances. Having seen farmers smoking meat he next decided to find out what this liquid would do as a preservative. The idea that these experiments would result in two factories for the manufacture of this preservative with a half-million dollar business would have seemed preposterous to him then.

ALWAYS good at trading, he managed to secure a ham in a deal with a farmer. He smeared some of the condensed smoke on the ham. It smelt just like any other smoked ham; but was it just as good to eat? Further experimentation was necessary. Taking the ham to the little hotel where he ate in company with some other bachelors, Mr. Wright instructed the cook to serve it at his table so that he could observe the effects on his friends. He ate some himself, so did the others, and no one became sick, although Mr. Wright kept quiet about his test. A week later some of the men asked for some more of that particular "brand" of ham, so Mr. Wright confessed that he had been using them as an "experimental squad."

It seemed to him that if they could eat the ham—and like it—that there was no reason why farmers could not use his idea in "smoking" their hams. Accordingly he fixed up a few bottles of the condensed smoke and when a farmer came to his drug store he was persuaded to try it with

the promise that if it didn't work he would not be asked to pay. The farmer did not bring back the bottle—instead, he sent the money which had been agreed upon. So wider and wider grew the circle of the farmers and others who were using his product—and who always came for more. Soon Mr. Wright was taking his condensed smoke to other towns; and, at the end of the first year he had sold a thousand bottles. At the end of the second more than ten thousand bottles had been sold. During these first two years he was factory hand, general manager, salesman, advertising manager, and packing foreman.

His condensed smoke is now made by a secret process similar to that formerly employed in the distillation of whiskey. The smoke from the hardwood goes into a cold spiral tube. It comes out liquid and is aged before it goes on the market. When bottled it looks very much like rye whiskey—but the flavor is different!

The next advance in the fortunes of this unusual industry came when Mr. Wright secured the services of an old German chemist who taught him a method of manufacture which was adopted at a critical period in the company's history, and which is, perhaps, responsible for the present existence of the concern.

Suit had been brought against the company by the United States Government on the ground of a violation of the pure-food laws. One reason for this prosecution may have been that the Wright product was not patented. The location of the factories is a secret—even the salesmen do not know where they are. Mr. Wright only states that there are two factories, one in the woods near Saint Louis, and the other in a similar location near Springfield, Mo.

"If, condensed smoke were patented," he says, "the formula would be on file at Washington. Everybody could find out just how we make it. Variations might not prove infringements." This secrecy drew the attention of agents of the government. Suit was filed against Mr. Wright on the charge that there was wood alcohol in his product. He spent \$10,000 in defending the suit, and when the case came to trial the judge ruled that the evidence did not show the presence of wood alcohol. The German method had saved the day, since before its adoption there had been a harmless amount of wood alcohol in the product, although its existence was unknown to Mr. Wright until the suit was filed. But his new method had given him the only known process by which the wood alcohol could be kept out, and had deprived the government of the right to close down the plant for this cause.

SO this liquid smoke manufacturer kept his secret. But he now regrets that he has no competition. "Business grows through the conflict of bright minds," he says. "One man makes a product, another improves it, and a third improves on the work of the second. Thus they all contribute to the industry, as well as to educate the public as to the value of their product. The burden of education for condensed smoke has been on me. It is not easy to get people to abandon the old way for the new; and it has been hard to get people to take this 'liquid smoke' seriously!"

Once Mr. Wright gets the name of a
(Continued on page 240.)



King Dodo II—This prize-winning Great Dane, is Mr. Wright's constant companion and also enjoys the distinction of being the sole member of the "Wright family" who does not maintain steady working hours.



BOOK REVIEWS

Under Direction of William C. Bamburgh
of the Babson Institute

In these columns, books are chosen for review which are especially
suitable for the readers of this magazine and their associates

Some Worth-While Dramatic Literature

Representative One-Act Plays by Continental Authors, selected by Montrose J. Moses. Pp. 463; biographies; bibliographies; index.

Representative One-Act Plays by American Authors, selected by Margaret G. Mayorga. Pp. 465; biographies, bibliographies; index.

Representative One-Act Plays by British and Irish Authors, selected by Barrett H. Clark. Pp. 477; biographies; bibliographies; index.

Published at Boston: Little, Brown & Co., 1920, 1921, 1922.

Longer Plays by Modern Authors, collected by Helen Louise Cohen, New York: Harcourt, Brace & Co., 1922. Includes *The Copperhead*, *Beau Brummell*, *The Intimate Strangers*, and *Dulcy*; a brief history of the American stage.

Fifty Contemporary One-Act Plays, selected and edited by Frank Shay and Pierre Loving. Pp. 582; bibliographies.

Contemporary One-Act Plays of 1921, selected and edited by Frank Shay. Pp. 630; bibliographies.

Five One-Act Comedies, by Lawrence Langner.

Third Book of Short Plays, by Mary MacMillan.

The Stick-Up; a Rough Neck Fantasy, by Pierre Loving.

Scrambled Eggs; a Barnyard Fantasy, by Lawton Mackall and Francis R. Bellamy.

The Fan and Two Candle-Sticks, by Mary MacMillan.

The Fountain of Youth, by Serafin and Joaquin Alvarez-Quintero.

Masterpieces of Modern Spanish Drama, edited by Barrett H. Clark. Pp. 290.

Published at Cincinnati: Stewart Kidd Co., 1920-1922.

THE drama is a generally neglected form of literature. Since the great days of the Elizabethan drama it has been the acted drama which has given the public the greatest pleasure. The publication of plays for public reading was retarded when the adoption of puritanical ideals cast a shadow of shame and sinfulness over the stage and all that pertained to it.

And it was a long era in which the stage was humiliated by the scarlet livery assigned to it. The situation was largely psychological—the puritanical mind believed that the mummers were lewd and sinful, that their stage speeches were lascivious and, consequently, all drama was immoral. It is a sorry commentary upon the times that such criticism has so freely used sharp-edged flints to shatter the beautiful and fragile stained glass of poetic thought, and to slash the delicately wrought pictures of life prepared by dramatists of various nations.

There has also been a weak objection to the reading of plays, based upon the

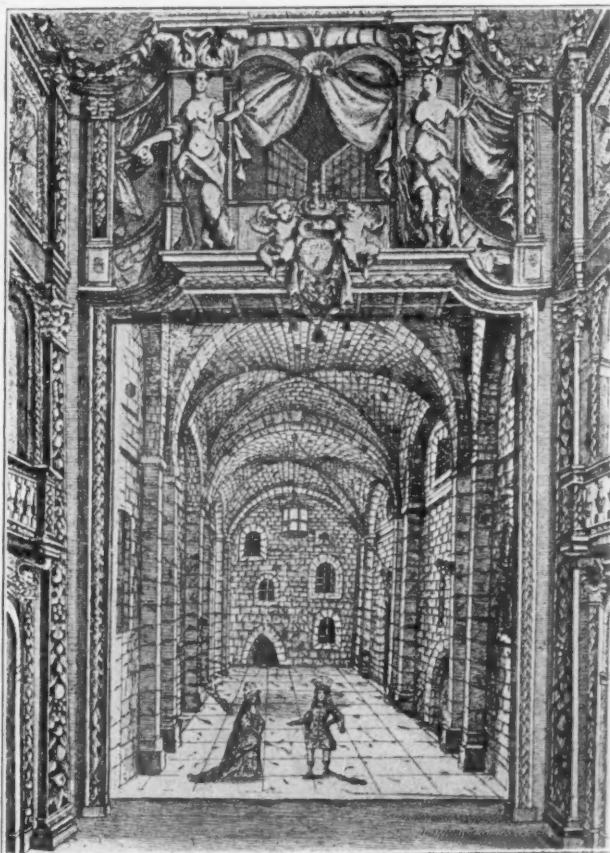
lack of scenery. "I cannot read plays" says one, "because I can't visualize the scenery." Yet, how simple is the process of mentally transferring oneself to foreign scenes (not stage scenery) and developing the lay of the land—the vistas of city streets. Americans today are more or less familiar with life in nearly every part of the globe—thanks to the prevalence of foreign scenes in the weekly screen-journals, and the wide range of foreign plays which have been rewritten for the silver sheet.

This tendency to laziness of imagination is to be deplored for there is an increasing need for more imagination in business as well as in literature. How can imagination be better trained than by reading dramas in which all the play of emotion furnishes a cross-section of life in crucial moments.

The study of the drama, the enjoyment of being a spectator as well as an actor in the eternal drama of life, all contributes to our general ability to act for ourselves; it provides an understanding of the progression of action in certain situations.

Perhaps one of the greatest weaknesses of business men lies in the inability to act—that linked with the inability to think constructively. And the inability to speak fluently and correctly reveals the prime weakness of many present-day youths who are ambitious to win position but are retarded by their inability to "sell" themselves or to influence others.

The drama provides the best examples of concentrated mental power, for the words of the characters are the essence of the inmost intentions and purposes discovered by the dramatists and recorded to influence the interest and attention of the spectator. What else is the purpose of a salesman? What other purpose has the sales manager or advertising specialist? Their efforts are just as truly used to



One of the earliest printed representations of an English stage showing scenery and actors; reproduced from a copperplate engraving in a copy of Settle's "Empress of Morocco,"—"a tragedy, with sculptures: as it was acted at the Duke's Theatre." The play was printed in London in 1673, and this reproduction is printed by courtesy of Maggs Brothers, London.

attract the attention and create interest of others.

It is our policy in these pages not to review fiction, poetry, religious, or political works. The books recommended are books which should have a common interest for business and professional men—books for both the home and the office libraries; and we are urging the use of such works because of their educational worth as reference books from which to gain strength for business practices.

Occasionally we recommend books for purely literary value, but that choice rests entirely with our readers for one man's pleasure in literature may be another's boredom.

We do, however, recommend the consistent reading of the drama—the one- or three- or five-act plays, as the case may be—for the drama as it is being published today, played successfully or not, is written more successfully than the average piece of fiction.

Two generations ago, the one-act play was called the "curtain raiser," preceding the three-act comedy or the shortened tragedy. Today, as then, our foremost dramatists are writing good short plays with the virility and directness that is essential for the stage.

The drama is conversation at its best, for it is talk that carries action with it. Such reading gives real pleasure; and such literature gives insight to character and human relationships. When Barrie, Wilde, Sutro, Shaw, Arnold Bennett, Lord Dunsany, Christopher Morley, Stuart Walker, Maeterlinck, Lady Gregory, Anton Tehekoff, Leonid Andreyev, Edna Millay, August Strindberg, Jacinto Benavente, Eugene O'Neil, Henry Arthur Jones, J. M. Synge, William Butler Yeats, Percy Mackaye, Arthur Schnitzler, and a host of others equally as well-known, can be cited as authors of this form of drama we can feel that if we miss such books it will eventually be to our loss. Thoreau has well said that there is only one time for reading the great books—*now*.

To those who wish to acquire a most delightful habit—and whose imaginative qualities can stand the test—play reading can be made a most entertaining exercise. The idea is to first get an inkling of the characters through a casual reading of the play. Then cast the play in your mind with those actors and actresses you think are best suited to interpret these characters. This done, read the play carefully, this time visualizing in the various parts those actors you have cast for them as you know they would appear and act. This process will give life to the play and very great enjoyment to the reading of it.

We are not attempting to present individual mention of the many one-

act plays now obtainable in collected form. We have given a list of the outstanding works recently received from the foremost publishers. We recommend all—or any—for the distinctive value of a book of collected dramas is that it is more likely to be used for re-reading than any other type of volume—which makes the purchase a library asset.

The Great South Land

Mexico and Its Reconstruction, by Chester Lloyd Jones. New York: D. Appleton & Co., 1922. Pp. 330; bibliography; index.

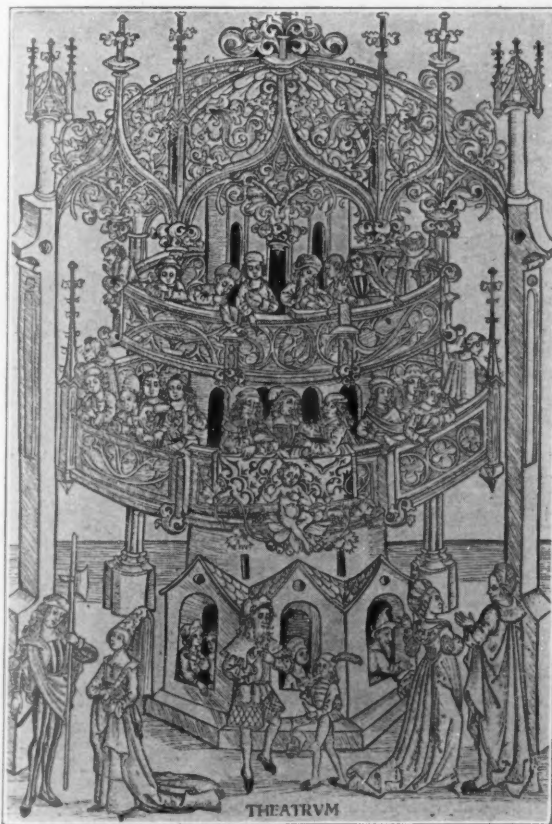
New Latin America, by J. Warshaw. New York: T. Y. Crowell Co., 1922. Pp. 415; maps; bibliography; index.

History of Latin American Nations, by William Spencer Robertson. New York: D. Appleton & Co., 1922. Pp. 616; bibliography; index.

The Argentine Republic, by Pierre Denis. New York: Charles Scribner's Sons, 1922. Pp. 296; illustrated; maps; bibliography; index.

Republics of Central and South America: Their Resources, Industries, Sociology, and Future, by C. Reginald Enock. 2d and revised edition. New York: Charles Scribner's Sons, 1922. Pp. 545; illustrated; maps; index.

THE winning of new fields for expansion of trade continues in the great necessity for economic distribution resulting from the enormous increase in the productive powers of industry.



A reproduction from a woodcut of what is perhaps the earliest representation of the inside of a theater. From the "Comoediae" by Terentius, printed in Strassburg in 1496. Immediately behind the actors is the pit or perhaps stage boxes, while above are two tiers of boxes for the more affluent spectators. Printed by courtesy of Maggs Brothers, London.

Africa became the mecca at one time, after India had given up her exclusiveness and isolation except to England, and now there are the two great districts of China and South America which have the spotlights of industrial expansion focussed upon them.

South America needs the greater degree of general understanding, because of the varieties of natural conditions and the higher cultivation of the peoples.

During the past five years many works have been written upon the Latin American states and countries, giving economic positions and industrial situations clearly and after due investigation and analysis. Included in the Latin American portion of the world is that known as the Caribbean ports, from which Mexico is generally excluded, although the latter bears a more independent relationship with the United States than Canada or Cuba.

Mr. Jones has contributed two volumes of real importance; one on Mexico and one on the Caribbean ports.

The former deals with the numerous complex elements and conditions over which only the temperament of the peoples have control. Political conditions affect industrial conditions, because outsiders—of all countries—are eager to enter Mexico for its betterment and their advantage. That makes the genuine Mexicans suspicious, and desirous of carefully accepting only those advances upon which they can place their confidence.

Mr. Jones deals with the numerous factors in foreign trading which are essential to the knowledge of the American trader. His chapters are short and his attention to details concise. He has not over-filled any portions of the book, so that it is desirable for business libraries and usage (as is also his work on the Caribbean ports, reviewed in an earlier issue).

Mr. Warshaw's *New Latin America* is full and adequate, with invaluable chapters and tables of facts and a bibliography of much worth. Without devoting his attention expressly to the commercial needs of the reader, he has, however, assembled his facts and descriptions in a manner which is highly desirable and useful to any business man. It would appear to us that books of this character deserve the attention of buyers as well as sellers. The importation of goods from South America requires just as much intelligence and knowledge of the origin of goods as it is necessary for the Latin American to have a knowledge of the origin of the goods which he imports.

(Continued on page 241.)

INFORMES CONCISOS DE LO QUE SE HACE EN EL MUNDO ROTARIANO

Metodos De Negocios

EL núcleo de un discurso dada recientemente por el Rotario Joseph Turner de Roanoke, Virginia, fué que los hombres de negocios del país dar mas atención a la ética en los negocios si esperan guardar paso con el desarrollo industrial y comercial del mundo. El Sr. Turner explicó que desde su origen hace diez y ocho años el Rotary ha sostenido que el principio tan noble expresado en la Regla de Oro es más que un pensamiento hermoso para expresarse en las iglesias, es un principio practicable que se puede aplicar en las actividades de los negocios.

En esta era práctica el hombre de negocios mira los mejoramientos en la luz de su valor económico. Pondrá él en sus negocios una máquina o sistema costoso, no porque espera inmediatamente una recompensa en efectivo, sino porque está demostrado ser una buena inversión que traerá buenos resultados al fin y al cabo. No se ha puesto demasiada atención en maquinaria y sistemas perfeccionados, sino, por desgracia, esa atención se ha dado a la exclusión de un factor igualmente importante—la cuestión de la ética en los negocios.

El Rotary requiere más de sus miembros que simplemente conducir sus negocios en conformidad con la ética mas alta en los negocios, requiere más que hacer de su código de moralidad social su código igualmente exigente de moralidad en los negocios. Requiere que reconozcan su responsabilidad hacia su ramo de negocios o profesión. El arreglar su casa misma es solamente el primer paso de parte de un Rotario en la asociación correspondiente a su ramo de negocios. Entonces debe él como miembro de esa asociación tomar las medidas necesarias para ver que su línea de negocios, haga una declaración pública de las reglas de conducta correcta que gobiernan esta clase de negocios, y de la norma específica de práctica por la cual los miembros de la asociación deben ser guiados en sus negocios todos los días.

Los Rotarios han aprendido que solamente por el poner estas reglas y normas en terminos específicos e inequívocos puede esperar la organización de parte de sus miembros el logro de resultados definidos en sus esfuerzos para establecer la Regla de Oro como la base de conducta en todas las operaciones comerciales. Que son prácticos estos códigos

de práctica correcta es atestado hoy por la experiencia de muchos gremios intachables locales y nacionales en los Estados Unidos.

Llegará a muchas personas como una noticia agradable que hoy se encuentran unos 90,000 Rotarios en 27 distintos países esforzándose cada día para el establecimiento de mas altas normas de conducta en los negocios no solamente en sus mismos establecimientos sino también entre todos los interesados en la misma clase de negocios. Afuera de los Estados Unidos y del Canadá la actividad mas grande en esta dirección se encuentra tal vez en las Islas Británicas.

El esfuerzo centralizado para mejorar los métodos en los negocios es una parte permanente del trabajo del Rotary. En lo que refiere a resultados, se pueden señalar unos treinta o cuarenta códigos de práctica en los negocios, y hay más de cincuenta asociaciones hoy día que tienen entre manos la preparación de códigos. En unas ocho distintas industrias los Rotarios están deliberando sobre la posibilidad de formar una asociación para la promoción de mas altos ideales en los negocios.

LOS problemas que se presentan al comité calificador de socios en cualquiera de los clubs, son de la mayor importancia y deben ser de interés y cada uno de los miembros está obligado a considerarlos minuciosamente. Un club, raro por el variado número de personas distintas que lo componen, no puede seguir reglas generales aceptadas por otros clubs mercantiles o sociales, sino que necesita hacer su propia fundación y sus reglas originales.

No teniendo en el club más que un representante de cada línea de negocio o profesión se hace importante el que cada una de las personas propuestas tenga ciertas cualidades. Algunas de ellas, sin tratar de mencionarlas por su orden de importancia son:

Primera: Que su negocio sea un afluente a la utilidad, buen nombre y dignidad del club.

Segunda: Que sea en su negocio uno de los jefes directores.

Tercera: Que su firma sea una de las principales en su línea de negocios.

Cuarta: Que su reputación, integridad y carácter sean irrepachables.

El hombre a quien se vaya a proponer el pertenecer al Rotary Club, tiene que estar en una clase de trabajo que sea de importancia y que favorezca a la comunidad. Además, su negocio tiene que ocupar relativamente la misma posición en la misma clase de trabajo.

Aunque no sea siempre esencial el

que un hombre tenga invertido un gran capital para ser elegible como miembro del club, es esencial que sea uno que pague siempre sus cuentas con puntualidad.

En nuestros esfuerzos para obtener como miembros de club los más importantes en sus respectivos trabajos o profesiones, debemos tener en consideración la probabilidad de los intereses del hombre, así como sus actividades como miembro del Rotary club. El comerciante más importante de cierta clasificación, no sería un buen hombre si atendiera a nuestras juntas o banquetes de vez en cuando. Es preferible que sea menos prominente pero más activo en "Rotary," siempre que un verdadero representante de su negocio.

YA está asegurado el carácter internacional del catorce Convención Anual del Rotary International que se verificará en St. Louis, Misuri, E. U., los 18-22 de junio, pues que muchos Rotarios de todas las partes del mundo han significado la intención de asistir a la Convención. Se sabe que muchos socios de los clubs en la Gran Bretaña piensan viajar a los Estados Unidos para presenciar las funciones y por supuesto van asistir un gran número de delegados de los clubs en los Distritos 3 (México) y 25 (Cuba). Además, el Rotario Ifould de Sydney, Australia, vendrá como delegado del club en esa ciudad y el Rotario Rhodes, Presidente del Rotary Club de Auckland, Nueva Zelandia, será el representante de su club. Junto con el Rotario Rhodes vendrán su señora y sus dos hijas. De Buenos Aires tiene el Secretario de la Convención noticias de que el Rotario H. E. Ewing, el Secretario del club, va presenciar la Convención. El Rotary Club de Montevideo va enviar el Rotario Leo L. Daly como el delegado de ese club. Vendrán, también, unos Rotarios del Rotary Club de Barcelona. El Secretario Carandini de ese club escribe:

"Me gusta mucho decirle que tres o cuatro socios de nuestro club piensan asistir a la Convención, y es posible que también asistan nuestro presidente y su señora."

Habrán otros, aunque al momento no se saben los nombres, pues que los clubs en Christiania y en Copenhagen nos prometen de estar representado, y los clubs en el continente de Asia están haciendo preparaciones para lograr una representación grande a la Convención.

NOTES BRÈVES SUR CE QU'ON FAIT DANS LE MONDE ROTARIEN

LE NOYAU d'une conférence que le Rotarien Joseph Turner de Roanoke, Virginie, a prononcée dernièrement fut que les hommes d'affaires de chaque pays doivent payer plus d'attention à l'éthique des affaires s'ils espèrent être au pas du développement industriel et commercial du monde. Le Rotarien Turner expliqua que depuis son origine il y a dix huit ans le Rotary a insisté que le noble principe qui se trouve dans la Règle d'Or est plus qu'une belle pensée pour être débitée dans les églises, c'est un principe pratique qu'il est possible d'appliquer à toutes les activités du monde d'affaires.

Ces jours pratiques l'homme d'affaires regarde les perfectionnements du point de vue de leur valeur économique. Il n'emploiera pas dans ses affaires une machine ou un système coûteux à cause du profit instantané qu'il va en recevoir mais parce qu'il est convaincu qu'il verse son argent dans ce qui lui donnera des profits réels avec le temps. On n'a pas donné trop d'attention aux machines et aux systèmes perfectionnés mais malheureusement on a donné cette attention à ces choses en oubliant un autre facteur — celui de l'éthique dans les affaires.

Le Rotary exige que les membres conduisent leurs affaires d'une manière conforme à l'éthique la plus élevée et que le code des morales pour les affaires ne soit moins exigeant que celui de la vie sociale. Mais le Rotary exige même plus. Il exige que les membres tiennent compte d'une responsabilité à son propre genre d'affaires ou à sa profession. De mettre de l'ordre dans ses affaires à lui n'est plus que le premier pas pour le Rotarien qui veut réaliser d'une manière pratique les principes du Rotary. Il doit se joindre à une association de tous ceux qui s'intéressent à son genre d'affaires, s'il existe une telle association. Comme membre de cette association il doit faire son possible pour que les intéressés à ce genre d'affaires déclarent ouvertement les règles d'une conduite correcte dans les affaires.

Les Rotariens ont trouvé qu'il est du dernier nécessaire d'arrêter en termes précis et clairs de telles règles si l'association compte établir définitivement la Règle d'Or comme la base de la conduite des associés dans toutes leurs transactions. Par expérience savent bien des associations locales et nationales qui jouissent d'une bonne réputation aux Etats-Unis et au Canada que de tels codes sont pratiques et utiles.

Il y a aujourd'hui presque 90,000 Rotariens en vingt-sept pays du monde qui essayent autant qu'il leur est possible, d'établir relations améliorées d'affaires non seulement entre ceux qui travaillent

dans leurs maisons mais entre tous ceux qui s'intéressent au même genre d'affaires. En dehors des Etats-Unis et du Canada, les Rotariens anglais étudient peut-être le plus activement les moyens d'améliorer les méthodes qui s'emploient dans le monde d'affaires.

Les efforts centralisés et coordonnés de tant de Rotariens forment une partie permanente du programme du Rotary. Il y existe déjà plus de trente codes préparés par diverses associations et plus de cinquante autres associations s'occupent de discuter et de former de codes pareils.

LE caractère international de la Quatorzième Convention Annuelle du Rotary International qui aura lieu à Saint Louis, Missouri, E.-U., du 18 au 22 juin est assuré, parce que beaucoup de Rotariens de divers pays du monde ont déjà dit leur intention d'assister à cette Convention. On sait que bien des membres des clubs dans la Grande Bretagne espèrent à faire la traversée de l'Atlantique pour y être présents, et, bien entendu, beaucoup de délégués viendront de la part des clubs de la Troisième Région (la Mexique) et de la Vingt-cinquième (Cuba). En outre le Rotarien W. H. Ifould de Sydney, Australie, a l'intention de venir comme délégué du club de cette ville et le Rotarien C. H. Rhodes, le Président du Rotary Club d'Auckland, la Nouvelle-Zélande, sera le représentant de son club. Madame Rhodes et ses deux filles l'accompagneront.

Le Secrétaire de la Convention vient d'apprendre que le Secrétaire du Rotary Club de Buenos Aires, le Rotarien H. E. Ewing, assistera à la Convention. Le club de Montevideo enverra le Rotarien Leo L. Daly. Il y aura aussi quelques membres du Rotary Club de Barcelone. Le Secrétaire Carandini de ce club écrit: "Il me plaît beaucoup de vous dire que trois ou quatre membres de notre club ont l'intention d'assister à la Convention, et il est même possible que notre bon président et sa femme y assistent."

Il y aura d'autres, bien qu'à présent on ne sache leurs noms, parce que les clubs de Christiania et de Copenhague ont promis d'être représentés et les clubs du continent d'Asie feront leur possible d'envoyer des délégués.

LA Conférence de la Vingt-huitième Région du Rotary International eut lieu le 2 et 3 mars à Montréal, P. Q. Les Rotariens se sont réunis aux hôtels Windsor et Mount Royal. A la séance du matin du 2, il y avait des conférences sur les moyens d'introduire l'éthique du Rotary dans le monde actuel d'affaires.

Le représentant du Rotary International, le Secrétaire, Rotarien Chesley R. Perry, prononça un discours à cette session. Après le déjeuner les Rotariens eurent le plaisir d'entendre parler M. E. W. Beatty, le Président de la Compagnie des Chemins de Fer Canadien Pacifique, sur les efforts que doivent faire les Rotariens pour aider aux enfants malheureux et sous-privilegiés. Le soir le Rotary Club de Montréal donna une réception pour honorer le Gouverneur de la Région, le Secrétaire du Rotary International, et les Rotariens et les Rotariennes qui assistaient à la conférence.

Les Rotariens de la Vingt-huitième Région nommèrent le Rotarien Ed. Weeks de Birmingham, N. Y., comme prochain Gouverneur de la Région.

Depuis le 1^{er} juillet, 1922, le Rotary Club de Paris s'est augmenté de quelques quarante membres à soixante, et tout cela avec une sélection sévère. On a reçu il y a peu de temps une lettre du Président, le Rotarien André Molina, de laquelle voici deux paragraphes:

"Dans ces derniers temps, un assez grand nombre de demandes d'admission au Rotary nous ont été adressées. Fidèles à notre principe de n'admettre dans le Rotary que des personnalités de valeur morale indiscutable, nous avons opéré, parmi ces demandes, une sélection sévère et, si nous ne sommes encore aujourd'hui que soixante, nous nous félicitons du niveau indiscutable que représente ce groupement. Les choses vont d'ailleurs de telle façon qu'il serait bien surprenant que nous n'ayons pas atteint la centaine d'ici six mois.

"Notre meeting du mercredi est suivi avec une assiduité sans cesse croissante et, à chaque déjeuner, agrémenté d'une causerie faite par l'un de nous ou par un conférencier étranger au club et invité ce jour-là. Nous avons souvent la bonne fortune de voir à notre table quelques Rotariens américains et nous nous en réjouissons de tout coeur."

L'AN 1922 plus de deux cents Rotary clubs ont garanti une Semaine pour les Garçons. C'est bien probable que pendant l'actuel il y aura beaucoup plus de clubs qui s'intéresseront à cette oeuvre importante, parce que cette Semaine s'est prouvée un moyen effectif de faire se rendre compte aux hommes de leur responsabilité envers les garçons.

Le Comité du Rotary International qui se trouve chargé du travail en faveur des garçons s'est réuni à Chicago il y a quelques semaines et s'est décidé de prier aux Rotariens de toutes les parts du monde de préparer un programme pour être présenté pendant la semaine du 29 avril au 5 mai. Le Comité vient d'envoyer une esquisse de ce programme au secrétaire de chaque Rotary club.

The Rotary Club and the Farmer

How "get-together" meetings of farmers and business men are helping to remove misunderstanding in one community

By HARVEY E. RHODES

NO ONE with mature powers of observation can fail to find something significant in those of the recent elections over the United States in which nominees who deviated sharply from established political platforms, and who appealed especially to farmers and laborers were elevated to office by smashing majorities.

Even a casual newspaper reader with only a passing knowledge of politics knows such nominees were, during their campaigns, branded as radicals by the conservative element of both principal political parties, who boldly contended their unusual platforms were deeply tinged with socialism.

This is not a political article, nor is it a comment on any party or nominee. Neither is it the purpose of the writer to condemn those successful nominees who owe their election to the farmer-labor elements. Their achievements or lack of achievements in fulfilling platform pledges will be known shortly to their constituents.

This brief prelude is simply to point out the crystallization of a growing sentiment among farmers that apparently manifested itself in those last elections, and to precede a few painfully frank observations for the especial attention of Rotarians.

Ambition always is commendable—using the term as signifying a sincere desire to better one's condition—and the farmer should not be hastily censured by those unacquainted with his economic situation for trying to better his lot through the ballot, even though it appears pretty conclusively proved that permanent prosperity cannot come through legislation.

GRANTING that thousands of farmers did ardently support those alleged radical candidates, and, further, that their platforms are not entirely feasible and practical in the eyes of experienced political observers, let us ask ourselves if the farmer should be branded as unpatriotic or ungrateful because of his allegiance to nominees who made the farmers' woes the main issues of their campaigns.

As far back as the writer can remember, the farmer has harbored a none too cordial feeling toward the city business man. This is a bold statement that may disagreeably jar some tender sensibilities, but its truth is apparent to those who will carefully analyze this long-existing situation.

It dates back to the first city boys who,

with a youthful feeling of general superiority, scoffingly called the retiring farmer's son a "country jake," a "hayseed" and a "rube." The rankling recollection of these stinging taunts remains long after the accompanying incident is forgotten. This condition manifested itself as early as farmer lads first began to go to "town"; when neither the town boy or the farmer boy were sure of the attitude of the other.

The farmer has felt somewhat belligerent towards his urban neighbor, secretly believing the so-designated big business man tolerantly considers him a sort of necessary evil in the hectic chain of commerce. Many well-meaning and hard-working farmers, erroneously considering the business man an arrogant recluse except with his personal friends, self-consciously erects an invisible barrier through which the business man cannot pass without being subjected to the baneful breath of suspicion.

The business man's personal appearance enters into this situation; so does his usually brusque manner that often is misunderstood for "coldness."

Exteriors, unreliable as they are in judging true character, are about the only gauge by which most farmers have been able to measure their city neighbors. For until recently the business man has been so thoroughly immersed in his own private affairs that he has made no intelligent and constructive effort to dissipate the destructive doubts against his sincerity of purpose toward the farmer.

It therefore is not so surprising that the farmer and the business man have grown farther apart in their reasoning processes, and that the farmer has disgustedly severed his old political relations, selfishly endorsing political platforms which he believes will increase his bank account, although the adoption of such platforms may seriously jeopardize, or even destroy the business man's best interests.

How much better it would be if there existed between these two vital and necessary spokes in the ever-revolving wheel of progress and economics a friendly understanding of each other's trials and a manifestation of comradely sympathy that would find expression in a hearty handclasp and a first-name greeting.

One might ask: "Why doesn't the farmer get acquainted with the business man?" Possible, of course, but the farmer feels he has been abused and neglected, and he is in a state of mind that deters him from taking the initiative. It there-

fore is apparent that if this chasm is to be bridged, the business man must be the bridge builder.

All of which leads up to the meat of this story.

It was to take the lead in this get-acquainted movement that the Tulsa Rotary club, following the recommendations of International Rotary, undertook a series of rural-acquaintance meetings during last year.

At each meeting there was a well-arranged and rendered program of music, speaking, and refreshments, with frequent athletic contests between farmers and Rotarians with their women folks as interested spectators. The second item, speaking, was given a minor position in the lineup, Rotarians having been confident that long-winded speeches would not be appreciated by their guests.

FARMERS at first were a bit reluctant to attend these meetings. They had a preconceived idea that they were to be solicited for the purchase of something, they knew not what. It was difficult for them to understand that Rotarians came not to sell anything, but only to form acquaintances and mingle informally with the rural population.

The guests were agreeably surprised. Reports of the first meeting, held in the yard of a country schoolhouse, spread rapidly over the county.

There had been an entire evening of vocal and instrumental music by amateurs and professionals, patriotic songs enthusiastically sung by the entire assemblage, a radio concert received from Kansas City and Tulsa, foot races and other contests, timely but brief talks by agricultural experts, and lastly a basket lunch characterized by entire informality and lack of restraint, where first names were heard on all sides.

Attendance figures increased with each succeeding meeting. The farmers quickly found their suspicion of Rotarians was unjustified and that the meetings were extremely enjoyable from a social viewpoint.

"Remember, fellows, you don't go to get acquainted with Rotarians, but with the farmers of Tulsa county," President Ralph Talbot admonished the club. "You know each other by your first names—see if you can become as well acquainted with Bill, Jim, and Pete, who live at the fork of the creek."

The president's advice was followed religiously. Rotarians found that farmers are confronted with vexing problems
(Continued on page 231.)



Education for Life

THE development of intelligence and efficiency in the conduct of business, in the administration of government, and in the enjoyment of life, depends upon proper education during the years of childhood; and the proper things to teach the children are:

First, to think clearly, logically, and fairly.

Second, to express their thoughts in like manner.

Third, to understand the thoughts of others in like manner.

Fourth, to start life on the Rotary principle of *Service Above Self*, being relieved of all worry or fear by the knowledge that *He profits most who serves best*.

Fifth, to understand that the activities of manhood are merely an intensifying and widening out of the activities of childhood and youth, and that the spirit of service is the same from the beginning to the end of human life.

Cosmopolitan Rotary

IS there any need for a national expression of Rotary?

Are there not plenty of organizations in every country which are giving themselves a national expression? Is there any need for Rotary to crowd in among them? Rotary has an international field. Rotary is something which makes its appeal, not to the men of one nation alone, on the basis of their patriotic attachment to their own nation, but to men of all nations in a common cause for the betterment of the whole world. He profits most who serves best, and as the whole world is made better every nation will be made better.

A Subjective Movement

IT has been said that Rotary is essentially a movement and not an organization. If Rotary were just one of the many organizations and societies it would have the limited influence of an organization or a society, but, if Rotary is a movement which, while behind every agency for moral, social, and business betterment, manifests its influence through the activities of its individual Rotarians, it must leave each of them the largest measure of latitude as to when, how, and where each one will put his ideal of service into practical operation.

Don't Be an Easy Mark

EVERY few days a report comes from somewhere that someone has imposed upon the good nature and trustfulness of Rotarians. These misdeeds are committed not by Rotarians but by those who falsely represent themselves to be Rotarians. Consequently, it is necessary for Rotarians to be on the lookout for these frauds. Just because a man says that he is a Rotarian does not prove

that he is. In order to protect ourselves and also to protect others we, who travel, must appreciate this situation and take pains to identify ourselves beyond question when visiting where we are unknown, and we must not let ourselves take offense at questions intended to verify the certainty of our identity. A real Rotarian desiring to serve a Rotary club, or seeking service or assistance, will always be willing to have an inquiry as to his standing sent to his home club or to International Headquarters.

Buying Men

DID you ever have a chap offer to invest \$100,000 or \$200,000 in your business? In American base-ball parlance we often read that some club has "bought" or "sold" a Ty Cobb or some other player for a certain large sum of money. In a somewhat different sense every man is purchased when hired at a salary—at least the employing concern places a valuation on a man which is represented by the salary paid. Five thousand dollars is five per cent on a hundred thousand. Just as on a certain investment of capital, interest must be paid, so a man's salary is the interest on what he invests in the business.

First Names

FIRST names are not merely inherited but are given us as the result of a deliberate choice by parents or guardians. While we may not have much to say in the matter at the time they are bestowed, we have a good deal to say in determining the extent to which they are used in after years. If you have a "first-name personality," the qualities that make men instinctively call you "Joe" or "Bill" instead of Mr. Brown or Senator Smith, it will not necessarily be because you consciously encourage the familiarity but because of something in your bearing that inspires friendliness.

Just as Roosevelt was "Teddy" or "T. R." to everyone, so was Stevenson "R. L. S."—not merely because Stevenson was a prolific writer but because of the great human appeal of his work. Lincoln was "Abe" not merely because he could tell good stories, but also because of his prevailing passion for progress and liberty.

You can assume the bluff, hearty manner, but if there is no real friendship behind it someone is sure to penetrate the camouflage and expose the stiff-necked personality behind it. Such a disguise is easily penetrated—by one's family—employees—neighbors—even the casual acquaintance can discern the real personality behind a mask. But if your mind is open, your spirit tolerant, your manner gracious, people will use your first name—or even some diminutive of it—just as unconsciously as you, in turn, express your friendship to humanity in general.



ROTARY CLUB ACTIVITIES



HERE you can walk over to Main Street, drop in at the sign of the Rotary flag, get your guest's badge, and make yourself at Home! The fellows are always glad to see you and to learn what your club is doing, and while you bend elbows over the luncheon table they will tell you about the best club in the best town in the best country in the World!

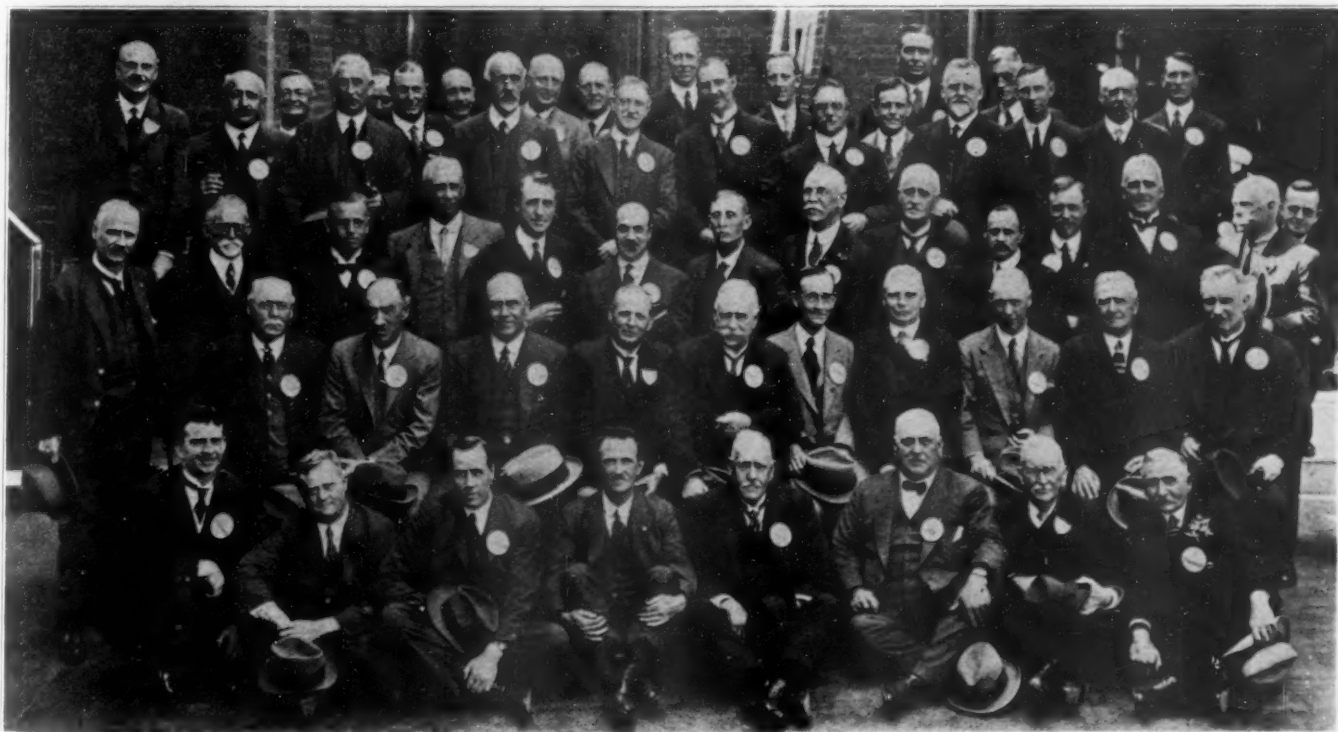
MEXICO CITY, MEXICO.—The Mexico City club has been studying the problem of homeless boys, and in order to get first-hand information a special committee was detailed to visit various boys' haunts from 12:30 to 3.30 in the morning. The city was divided into districts for this work and the committee members went out in pairs, sometimes accompanied by a policeman, and provided with credentials from various officials. The committee members found that although there were many boys sleeping in the streets the number was less than had been anticipated since many of the youngsters had the necessary five centavos with which to rent a *petate* (reed mat) in one of the *mesones* (cheap lodging houses). Acting on information furnished by the police and by boys from various institutions, the committee members visited some of these juvenile haunts. In many cases they found literal "piles" of young-

sters sleeping amid the refuse of the market-places and streets. A total of 189 boys were found sleeping in the streets. In one pile of nine boys, one little fellow lay on top of the rest with no clothing or other covering from the waist up. This, it will be remembered was at 3 a. m. at the season when most men are glad of their heaviest clothes. The *mesones* were in some respects worse than the streets—for in the streets fresh air was available while in one *mesone* some 300 men, women, and children were huddled indiscriminately in an atmosphere that was not fit to breathe. The Mexico City Rotarians are keenly awake to the great work of social reform that is necessary and are considering the best way to further it.

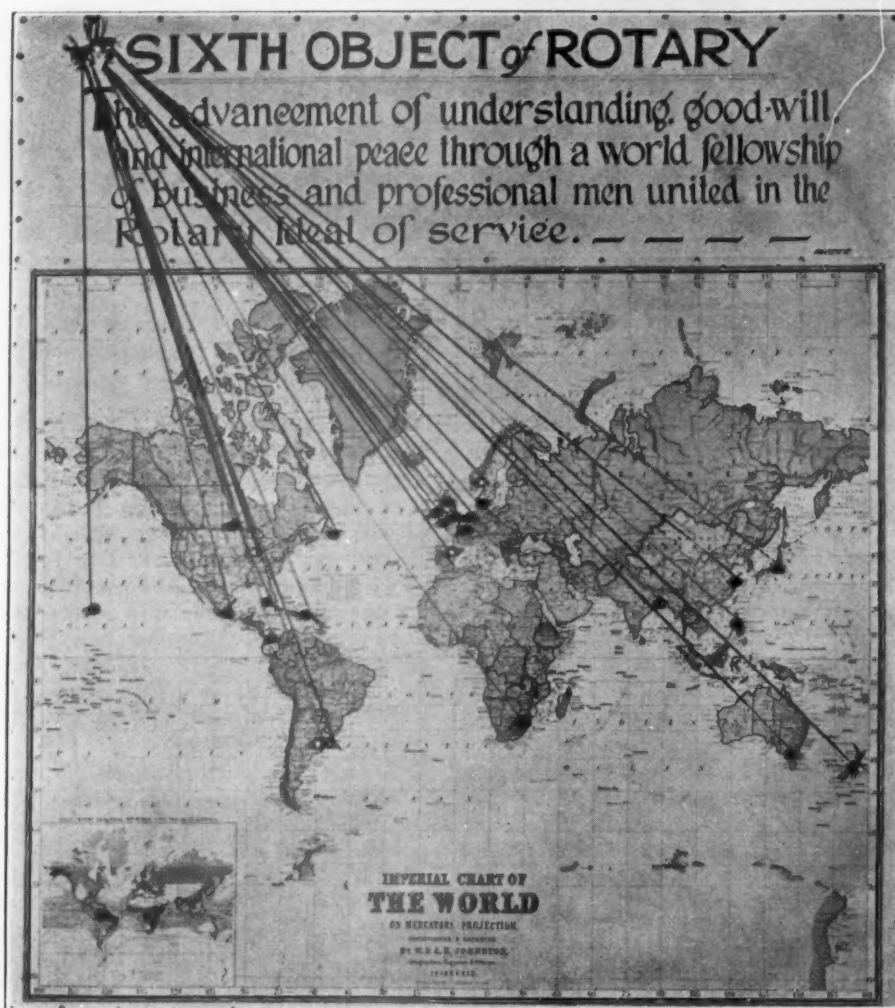
LOGAN, UTAH.—A recent meeting of the Logan club was devoted to the observance of the thirteenth anniversary of the founding of the "Boy Scouts of

America" by Daniel Beard and Ernest Thompson Seton. Six Eagle Scouts of Logan were guests of the club and furnished an interesting program illustrating various phases of Scouting. It was developed by the last speaker that Logan City has 64 per cent of its boys of Scouting age enrolled in the Boy Scouts, and that 47 of those enrolled are Eagle Scouts. Logan City, it is believed, leads the United States in its percentage of eligible boys enrolled, and in its proportion of Eagle Scouts.

VICTORIA, TEXAS.—The Victoria club has undertaken a campaign for better citizenship as one of its activities for 1922-3. The work is confined to the school children. Each week a committee of Rotarians visits each of the six schools for white children accompanied by a speaker who delivers a 15-minute address on some phase of citizenship. Special efforts have been made to secure



This group photograph shows most of the sixty members of the Rotary Club of Melbourne, Australia. Rotary has made excellent progress in the Antipodes since the organization of the Melbourne and Sydney, and Wellington and Auckland clubs nearly two years ago. The business and professional leaders of both Australia and New Zealand have been brought closer together, resulting in civic activities, including boys' work and other forms of Rotary service, that has given Rotary a permanent place in both countries.



It was very appropriate that the Rotary Club of Chicago should hold a special meeting marking the Eighteenth Anniversary of the founding of the first Rotary club in Chicago in 1905. Thousands of people were enabled to "listen in" on this Anniversary meeting through the co-operation of "KYW" broadcasting station, one of the most powerful in the United States. One of the unusual features of the program was the portrayal by means of a large world map of "Rotary Around the World," emphasizing the number of clubs respectively in each country where Rotary has been established. Beginning with the United States as the first country, colored lights indicating the first club organized in each country were "flashed" as the various countries were mentioned in the order in which Rotary had been established within their borders.

interesting speakers who can readily command the attention of the children. The Rotary committees are regular standing committees appointed for each school for the year, and the committee for each school includes parents whose children are attending that particular school. The subjects are selected by a central committee so that there will be no overlapping and so as to insure the discussion of the most important factors in citizenship. One of the additional phases of this campaign has been the inauguration of traveling libraries for rural schools. Tentative plans provide for the placing of libraries in each rural school, the libraries to travel from school to school.

BOULDER, COLO.—Perhaps one reason why the attendance of the Boulder club has been greatly stimulated of late is the weekly letters issued by "Bugs" Burrage the club secretary. His soubriquet owes its origin to the quaint cartoons of animals and insects with which he em-

bellishes his letters, and often these cartoons carry a pointed warning for those who fail to attend meetings regularly. But they always add a touch of spice to the letter which makes the member draw red circles around the calendar wherever a Rotary meeting date is indicated.

SALT LAKE CITY, UTAH.—The members of the Salt Lake club played host to their children at a Washington day celebration. The playlet "The Father of His Country" written by president Art Wherry was presented by a group of Rotarians suitably costumed, who recited brief extracts from memorable speeches and sayings of the chief executives. Characterizations were given of Presidents Washington, Monroe, Grant, McKinley, Wilson, Roosevelt, Cleveland, Lincoln, Jefferson, and Harding while a Boy Scout Executive appeared as "Uncle Sam." A sketch of the "Great Masterpiece" written by Rotarian W. G. Lambert was also given. More than 150

children were present at the dinner which was followed by a dance and entertainment.

More than two hundred Salt Lake City Rotarians and their ladies were present at the annual Ladies' Night Dinner Dance held at the Hotel Utah recently. Entertainment ranged from "speed demons" on kiddy cars to a mock session of the Utah legislature. All characters from "cow country" legislators to "city highbrows" were taken by Rotarians and the skit was enthusiastically received. Rotarians and Rotary Anns also gave a number of classical dances which were much appreciated. Fourteen prizes were distributed to the ladies. International Director Ralph Bristol attended this meeting as one of the honored guests.

LONDON, ENGLAND.—The annual report of the London club shows that it now has 297 members, a slight decrease from last year. However, the attendance of this club during the past year has been greater than ever before, perhaps due to the attendance contest between London and New York City. "Jobs for Demobs"—a post-war activity—and other worth-while forms of service have been carried on with new vigor during the year, and several invitations have been received from various civic and social bodies requesting the co-operation of London Rotarians. Rotarian Edward Unwin, Jr., last year's vice-president, has been elected president for the current year. Rotarian Unwin was one of the British delegates to the Rotary convention at Los Angeles last year.

PHOENIX, ARIZ.—A unique program was staged recently by the wives of Phoenix Rotarians, practically none of the husbands concerned knowing what was in store for them. When the Rotarians assembled for luncheon they found the doors locked, but after a short interval they were admitted. Once inside they found their better halves (whom they had assumed were safely at home) seated around the tables with a vacant seat between each one. Somewhat surprised the Rotarians found their places alongside their wives—or someone else—and the meeting started. There were musical selections, readings, and jests by "Yama Yama Girls," who seemed to know quite a lot about all the Rotarians—and especially about their own husbands!

ASTORIA, ORE.—In spite of the recent destruction of the business section of their city by fire the Astoria Rotarians are still functioning and are able to maintain an average attendance of around 95 per cent. A total of \$6,559 was sent to

(Continued on page 220.)

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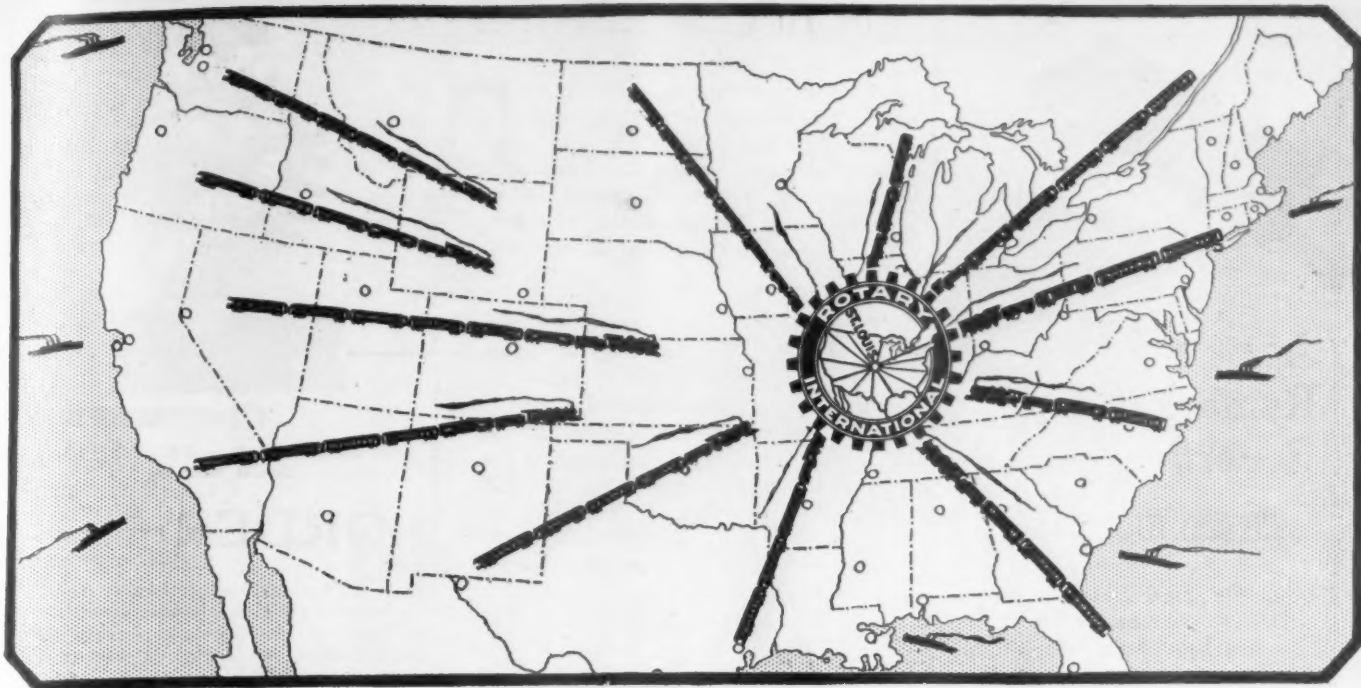
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Rotary Luncheons Every Wednesday 1 P. M.
Visiting Rotarians Always Welcome

Rotary Club Activities

(Continued from page 220)

got the two conflicting districts merged into one, thus accomplishing what the community had desired for fifty years. As a member of the State Educational Department and as Governor of the Twenty-ninth District, Harlan Horner is much pleased with this bit of service.

®

RIVERSIDE, CAL.—A score or more Riverside Rotarians and their wives motored to Corona recently to attend the charter presentation meeting of the Corona club. District Governor Jack Williams came from Long Beach to present this charter, which is his sixth experience of this sort. The meeting was held in the Woman's Club House and much enthusiasm and good fellowship was aroused by the special songs, piano solos, and addresses by the district governor, the special representative, and Harry L. Graham of Riverside and Charley Scoville, president of the new club; and representatives of the San Bernardino, Ontario, Colton, and Pomona clubs.

®

POTTSTOWN, PA.—The committee on civic affairs of the Pottstown club has hit on a way to educate three thousand school children to "Safety First." The club has offered prizes for the three best posters portraying safety measures, designed by school children. The club feels that the interest aroused by the contest will reduce the annual accidental death rate of school children.

®

DANVILLE, N. Y.—Max Beers, one of the editors of the Elmira *Advertiser* and first president of the Elmira Rotary Club recently addressed the Dansville club on "Sidelights of a Newspaper Office." The club was much pleased with the talk and with Max's spirit in making a special trip to give it. The Dansville club is at present working on a plan to provide adequate playground facilities for the children of the community.

®

SAN JOSE, CAL.—The San Jose club recently started work on a long cherished project by planting shade trees along some two miles of highways entering the city. Other Rotary clubs in the vicinity are taking up this form of activity and perhaps the Rotary cities may some day be linked by beautifully shaded roads. The San Jose club secured the trees from the State Nursery and they were planted under the direction of the State forester. A Pathe cameraman was on hand to film the planting ceremonies and many stunts added to the gaiety of the occasion.

(Continued on page 224.)



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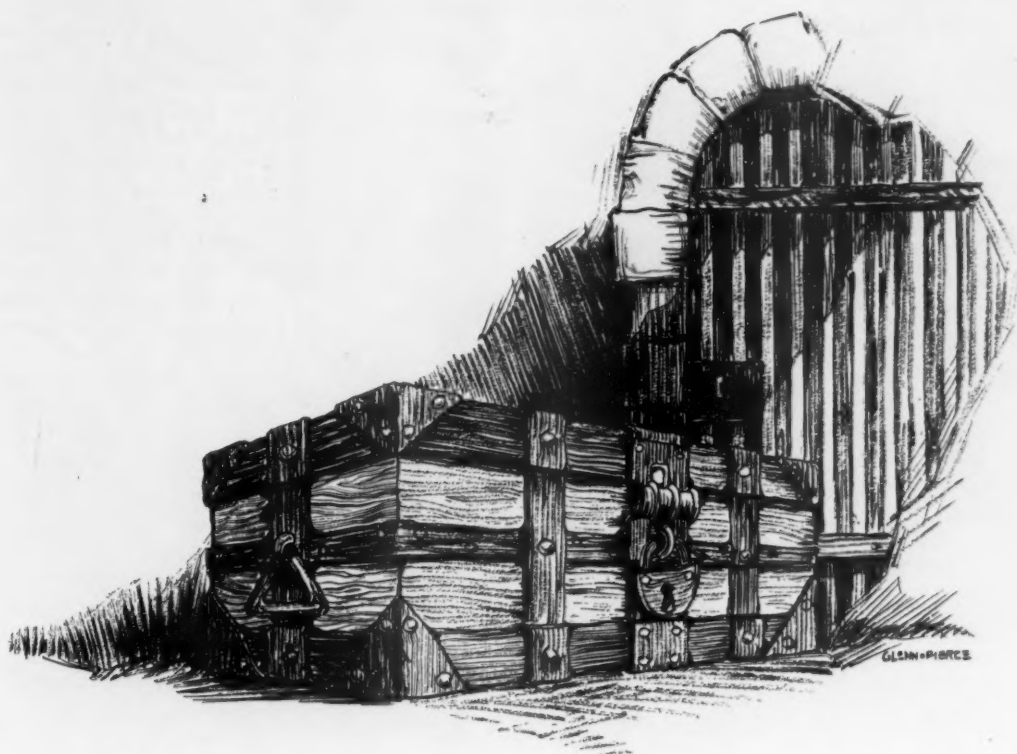
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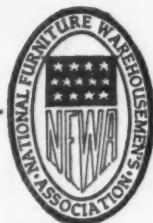
A letter from you will get details as to how a N. F. W. A. warehouse differs from all others in security and in service rendered. Just write.

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motoring, deep-sea fishing, swimming—invite your zestful enjoyment.

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Rotary Club Activities

(Continued from page 222.)

SELMA, ALA.—The "follow-up meeting" held in connection with the recent appearance of Dr. Barker before the Selma club may be of interest to other clubs who have Dr. Barker on their list of speakers. The entire program was devoted to a discussion of Dr. Barker's message. The speakers were two boys and two girls from the high school, who gave their impressions of the high-school address; a member of one of the women's clubs, who discussed Dr. Barker's talk to women; and a Rotarian and a non-Rotarian who discussed the men's meeting and the general effect of the three addresses on the community. All of these talks were necessarily short, but were interesting and instructive.

®

MOUNT CLEMENS, MICH.—The Mount Clemens club held its childrens' party in January. Forty Rotarians and sixty-five children were present. The Rotarians came in costume and helped out the program of songs and dances given by the children by a few songs and stunts of their own. The Mount Clemens Rotarians are also finding that it pays to wear their Rotary buttons—especially since the sergeant-at-arms has taken to inspecting all lapels at each meeting and fining members who are not wearing their Rotary emblem.

®

SEDALIA, MO.—The Sedalia club takes particular pride in its work in connection with the local Boy Scouts, and this pride is based on real constructive effort. A glance over the records of the Scout troops in the vicinity shows a 500 per cent increase in membership during six months. Sedalia has a first class Scout council, and the Rotary club assisted in raising a budget of \$5,000 last March. A scout hut for overnight hikes was built at Muddy Creek, seven miles west of the city, every Rotarian putting in a full day's work on the building. This year's budget of \$7,500 is also receiving the active support of the Rotarians. A glance at the roster of the Scout Council shows that there are seven Rotarians on the Executive Board, that six others are members of the council and that six more are scoutmasters. In addition to this the Expert Examining Board has twenty Rotarians in its membership, and the Merit Badge Board has thirteen Rotarians on its roster. Scoutmasters and officers from Pettis county were guests at a recent meeting of the Sedalia club and the program included several interesting talks as well as demonstrations of first aid and of taxidermy by Scouts.

®

HARVARD, ILL.—The Harvard Rotary Club, recently formally elected to membership in Rotary International, has held several typical Rotary meetings. Talks

(Continued on page 226.)



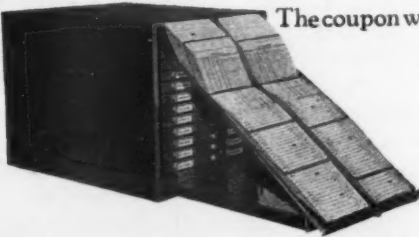
"If I Had Only Known—"

"If I had only known of this overstock—of the decline of our sales on that item—these figures would tell a different story."

Why did this man wait for the auditor's annual report to learn of this condition? The information was always there in his record files. He had only to take the initiative to dig it out of the mass of recorded data.

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Acme-equipped records provide greater control—prevent conditions pictured above—and more, are a direct factor in building profits by

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- Lowering Costs
- Balancing Purchases
- Reducing Past Due Accounts
- Increasing Sales

Our Record Service Department welcomes an opportunity of making recommendations, outlining the actual benefits that are certain to accrue to your records through visibility.

The coupon will suggest the information needed.

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- ☐ Have representative call
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- ☐ Send detailed recommendations by mail on handling.....records. (sample forms enclosed.)

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Address

By



Plan Now

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Trip to the

Great North Woods

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**Northern Wisconsin and
Upper Michigan**

The wonderful out-o'-doors country
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There are over 7,000 lakes and
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and the mighty "muskie."

Write for our illustrated folder,
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We suggest and furnish the most
complete assortment of favors to cover
all forms of social functions. Parties
planned and greater results obtained
with our ideas.

A selection of Rotary hats, aprons,
ties, canes, wands, favors, etc., to
choose from.

Special Circular No. 48 illustrates
Rotary designs.

We are Manufacturers

VAN HOUSEN'S FAVOR CO., INC.
81 WEST LAKE ST. CHICAGO

Rotary Club Activities

(Continued from page 224.)

on income tax, business prospects, and
other worth-while subjects, have proved
both entertaining and instructive.

®

BONHAM, TEXAS.—A recent meeting
of the Rotary club had a distinct Span-
ish flavor—especially the menu which
was printed in Castilian. At the invita-
tion of the superintendent of schools,
members and their wives met at the high
school where they were entertained with
a program opening with an address in
Spanish by Señorita Keeton, followed by
"La Paloma," "La Golondrina," and
other Mexican songs.

®

TAMPA, FLA.—Some five hundred edi-
tors, representing practically all of Flor-
ida's newspapers, attended the annual
Rotary Press Breakfast of the Tampa
club. A program of music, dancing and
speeches was interspersed with the vari-
ous courses of the breakfast and much
good natured banter was exchanged be-
tween Rotarians and their guests. Gov-
ernor Cary A. Hardee and his military
staff were present at the breakfast, and
came in for their share of good natured
raillery. One of the "stunts" was the
introduction of "Adiolf, the seer of the
Everglades," who answered a wide range
of questions with a readiness and wit
which proved either the accumulation of
much wisdom during his centuries of
meditation—or—a good memory and a
set of pre-arranged questions.

®

DAVENPORT, IA.—Four hundred Ro-
tarians from ten cities met at Daven-
port, Ia., recently to greet International
President Ray Havens. Davenport
turned out nearly 100 per cent for this
meeting at which Paul Rankin, of Du-
buque, governor of the Eleventh Dis-
trict, and E. C. Fisher of Rock Island,
past governor of the Ninth District gave
short talks. Ray Havens delivered a very
inspiring message which left a lasting
impression.

®

BURLINGTON, VA.—Burlington Rotary
Club was recently presented with its
charter as a member of Rotary Inter-
national. The charter was presented to
the president, Warren R. Austin, by
"Steve" C. Dorsey, president of the Rut-
land Rotary Club, which had been active
in the preliminary organization work of
the new Burlington club. The charter
presentation was followed by an inspir-
ing address by District Governor Ad-
ams of New Haven, Conn., who had
traveled over 600 miles in order to attend
this meeting. In response to a cordial
invitation from the new club, some thirty
members of Rutland Rotary chartered a
special car and traveled to Burlington to

assist in carrying out an especially pleas-
ing program. The organization of the
Burlington Rotary Club marks the advent
of Rotary in the north end of the state,
and this club is the only one within a
radius of 140 miles, though it is likely
that several others will be organized in
the vicinity before long.

®

LITTLE ROCK, ARK.—During Anniver-
sary Week, Little Rock Rotary tried out
a stunt which worked so well that other
clubs may care to use it. The club se-
cured a large flag of each of the nations
represented in Rotary. Each was placed
at a separate table seating eight mem-
bers. When each Rotarian entered the
dining-hall he was given a small flag and
told to find the table with the correspond-
ing large flag. Two worth-while results
were accomplished: The members
learned to know better the flags of the
various nations of the world; and the ar-
rangement broke up any possible cliques.

®

HENRYETTA, OKLA.—Henryetta Rotary
has been active in welfare work for
children and especially in Scout work.
When the Rotary club decided to pro-
vide the local Scouts with a permanent
camp building 80 by 40 feet, with
kitchen, library, sleeping-quarters, and
other requisites the Rotarians worked in
shifts on the construction work after
the masons had laid the stone foundation.
Two Rotarians donated the ground for
the camp site and other members erected
the house. The club is also looking after
three underprivileged children in various
institutions.

®

MUSCATINE, IA.—The Rotary club's
first annual "Frolic," a *mélange* of short
sketches, musical numbers, and whole-
hearted fun kept a capacity audience
laughing and applauding until the final
curtain. This effort of the Muscatine
club was undertaken to secure funds for
the erection of a hut and camping facili-
ties for the boys and girls of the com-
munity, and the Frolic served its pur-
pose well. The introduction of several
novel features kept the audience won-
dering where the next act was coming
from. Extra turns were secured by pen-
alizing Rotarians found hiding in the
audience, the stage hands "strike" added
a touch of melodrama, and the newsboys
who rushed down the aisles with "ex-
tras" describing the "strike" made the
thing still more realistic. Plotless plays
given under the direction of an "es-
caped" playwright, female impersona-
tions, and a camp scene showing what
the Rotarians hoped to accomplish with
the proceeds from the Frolic were other

(Continued on page 229.)

Money Raising Campaigns

For Hospitals, Colleges, Churches, Community Chests, Fraternal Organizations, Clubs, and All Worthy Charitable and Philanthropic Organizations

Partial List of Campaigns Directed by this Firm During 1922

Masonic Temple, St. Louis, Mo.....	\$1,400,000
Leland Stanford University, California	1,050,000
Community Chest, Toledo, O.....	710,000
University of Minnesota (Campus Campaign)	650,000
St. Paul Community Chest.....	561,000
Methodist Hospital, Ft. Worth, Texas	502,512
Stanford University Hospital, San Francisco	500,000
Dayton University, Dayton, Ohio....	500,000
Dayton Community Chest.....	510,000
Y. M. C. A., Rochester, N. Y.....	475,000
Centralized Philanthropies, Milwaukee, Wis.	451,000
Paterson General Hospital, N. J....	450,000
San Francisco Advertising Fund....	400,000
St. Mary's Hospital, Rochester, N. Y.	344,890
Children's Hospital, St. Louis, Mo...	330,000
University of Delaware Memorial Library, Wilmington	330,000
Y. M. C. A., Elmira, N. Y.....	305,000
White Plains Hospital, White Plains, N. Y.	224,000
St. Lawrence Hospital, Lansing, Mich.	206,000
Y. M. C. A., San Diego, Cal.....	160,000
Maternity & Children's Hospital, Toledo, O.	158,500
Methodist Hospital, Sioux City, Ia...	153,500
St. Paul's Episcopal Church, Brooklyn, N. Y.	135,628
Ogdensburg City Hospital & Orphanage, N. Y.....	115,000
Cape Cod Hospital, Hyannis, Mass..	110,000
Holston Orphanage, Tenn.....	110,000
Shenandoah Hospital, Pa.....	110,000
First M. E. Church South, Baton Rouge, La.	110,000
Dobbs Ferry Hospital, Dobbs Ferry, N. Y.	98,000
Advertising Club, San Diego, Cal....	90,000
Bethany Deaconess Hospital, Brooklyn, N. Y.....	80,000
First Unitarian Church, Toledo, O..	71,500
Associated Charities, Elmira, N. Y...	62,500
Community Chest, Marion, Ind.....	46,000
Boy Scouts, Evanston, Ill.....	36,000
Y. M. C. A., Laurel, Miss.....	20,500

Campaigns Completed Since January 1, 1923, or Now in Progress

Boston University, Boston.....	\$2,500,000
DePauw University, Greencastle, Ind.	1,000,000
Elmira College, Elmira, N. Y.....	1,000,000
University of Tulsa, Tulsa, Okla....	1,000,000
Y. M. C. A., Columbus, O.....	750,000
Community Chest, Toledo, O.....	600,000
Bucknell University, Pittsburgh.....	500,000
Chicago Christian Industrial League, Chicago	500,000
Kentucky Children's Home, Louisville	500,000
American Hospital, Paris, France...	350,000
Homeopathic Hospital, Reading, Pa..	300,000
Milwaukee-Downer College, Milwaukee, Wis.	300,000
Pawtucket Hospital, Pawtucket, R. I.	300,000
St. Luke's Evangelical Church, Brooklyn, N. Y.....	300,000
Wilmington College, Wilmington, O.	300,000
Howard University, Washington, D. C.	250,000
Bryn Mawr Community Church, Chicago	200,000
Community Chest, Ft. Worth, Tex..	200,000
Community Chest, Knoxville, Tenn..	161,000
Y. M. C. A., Portchester, N. Y.....	150,000
Y. W. C. A., Ft. Wayne, Ind.....	150,000
Shrine Mosque, Meridian, Miss.....	125,000
Iliff School of Theology, Denver, Colo.	102,000
Deaconess Home, Camden, N. J....	100,000
Hayswood Hospital, Maysville, Ky..	100,000
House Beside the Road, Somerville, Mass.	100,000
St. Joseph's Infant Home, Troy, N. Y.	100,000
National Security League, New York City	80,000
Community Chest, Wilmington, N. C.	51,500
United Helpers, Ogdensburg, N. Y..	50,000
American Sentinels, Chicago.....	10,000

Our quarterly bulletin, *Financing Social Progress*, will be sent upon request

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Careful Selection of Business

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Unsurpassed Daily Service

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10:15 A. M.
12:15 Noon
6:50 P. M.

9:00 P. M.
11:30 P. M.
11:59 P. M.

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11:55 P. M.

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Western Passenger Agent
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Gen'l Agent Passenger Dept.
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Phone: Wabash 4600
CHICAGO, ILL.



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If you have been planning to go to Europe, send the information blank below today. Learn how economically you can make the trip this year. You will be given full information about the Government ships, which are operated by the United States Lines between New York and Europe. In every class, they are among the finest afloat.

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Plan to avoid the general rush during June and July. Few people know the indescribable charm of Europe in late summer—in August and September—or during the delightful fall months—October and November.

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Agencies in Principal Cities
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U. S. SHIPPING BOARD

Rotary Club Activities

(Continued from page 226)

features which drew much favorable comment.

®

GARDEN CITY, KAN.—The charter meeting of the Garden City club was attended by some 140 Rotarians, including delegations from the Dodge City, Larned, Liberal, and Lamar clubs. District Governor Faulconer delivered the charter to president W. E. Hutchinson and the new club is starting off in fine shape. The institution of the Garden City club was carried out under the auspices of the Dodge City club.

®

EVANSVILLE, IND.—One of the most effective plans undertaken by this club is its scholarship loan fund which provides \$2,000 annually for the assistance of worthy students. The fund also provides for a \$50 annual scholarship for the Evansville high-school boy who makes the highest averages in his class, and provides for a special committee to secure part-time work for high-school students. Under this system the \$2,000 fund is to be created as follows: \$1,000 will be contributed from the club treasury and the remainder will be raised by voluntary contributions. High-school principals and the superintendent of schools are ex-officio members of the special committee which will administer the fund.

®

RIO DE JANEIRO.—The "Palaccio das Festas" has frequently elicited admiring comment from visitors to the Brazilian Exposition and it may interest Rotarians to learn that this building was designed by Sr. Archimedes Memoria, a charter member of the Rotary club. Rotarian Memoria is one of the foremost architects in Brazil and although only 29, has several wonderful achievements to his credit. At the present time he is working on a public monument that will be a great contribution of his genius—the Municipal Council building of Rio.

®

NEWCASTLE, IND.—Our recent Ladies' Night entertainment proved one of the most enjoyable meetings the Rotary club has held. When the Rotarians and their Rotary Annes responded to a somewhat mysterious invitation, they found themselves back in the assembly room of the high school where a school master in an old-fashioned make-up put the pupils through their paces. The Rotarians and Rotary Annes were also appropriately costumed for the occasion and every variety of character was present—even the Gold Dust Twins. Lunch boxes were passed and partners were found by matching numbers. After an enjoyable lunch the "exercises" began. One of the features was a spelling bee in which the class was divided into two sides and

a large letter was given to each pupil. When a word was called those on each side having the necessary letters scrambled to line up in the proper order, and the side getting its word spelled first was declared the winner.

®

CAMDEN, N. J.—The Camden club has recently purchased Folley Island in the Delaware River one mile below Frenchtown at a cost of \$15,000 and will dedicate the island to the youngsters of Camden County as an all-year-round camp. Folley Island has an area of forty acres and is free from underbrush. Several

buildings now on the property will be augmented and improved when the plans of the Camden County Council are put into effect. Ample space will be provided for the erection of tents, administration buildings, for the construction of baseball diamonds, tennis courts, and other things essential to camp life. Approximately 1,000 youngsters will be enabled to enjoy a vacation each week.

In addition to this purchase the Camden club has pledged \$7,600 a year for the next three years to cover the running expenses of the Boy Scout movement in the county. The president of



The Sarazens are Coming!

SARAZEN'S own clubs, reproduced in non-rusting Monel Metal—this is the good news announced by Burke at the very start of the 1923 season.

Each club is autographed by Gene Sarazen as well as by Burke—these signatures guarantee not only the correctness of the model but the quality of its manufacture.

* * *

While the new season is still in its infancy, decide to get rid of some of your tried - and - found - wanting clubs and put in a few new Burkes. They'll improve your game to considerable extent.



THE BURKE GOLF COMPANY
Newark, Ohio

The BURKE "30"—famous for its long flight and true roll.

GRAND PRIZE

BURKE

CLUBS · BAGS · BALLS

Charles Henry Mackintosh

formerly a district governor of International Rotary, President of Associated Advertising Clubs of the World 1921-1922, has given 450 talks on constructive selling and advertising before clubs, conventions and other organizations all over the country. As an outgrowth of his remarkable experience, he has written an inspiring and practical book—



CREATIVE SELLING

Selling enters directly into every line of work. Success in any business or profession depends upon *selling*—getting your ideas across to the other man whether he be customer or client, employer or associate. From this conception Mr. Mackintosh develops a book which shows simply how, through clear thinking and convincing expression, to make others think as you do.

To Sell Your Product—Your Ideas—Yourself

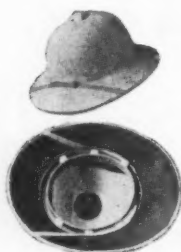
You must base your presentation upon the seven keys to selling which are explained here with so much authority and common sense. Salesman or retailer, lawyer or physician, preacher or public leader—all must apply the fundamental principles presented in this volume, all have need for the clarity of thought, understanding of human nature, and power of expression which the reading of this book helps to develop. Rotarians everywhere will know the constructive value to be found in this book, "Creative Selling," by Mr. Mackintosh.

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Money refunded and return charges paid if unsatisfactory.

We are also jobbers for these Helmets and will be glad to send samples and prices to dealers.

The ideal hat of the Orient transplanted and adapted for the use of motorists, golfers, polo players, hunters and in fact, for every one who requires a light, comfortable hat protecting them from the sun and heat.

Chinese Pith Helmets are made to our order on special American blocks, Pongee silk covered with a green silk under brim. Large air space, with perfect ventilation and shaped to give perfect shade and eye protection. Give your regular hat size when ordering.

VIC HANNY COMPANY

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PHOENIX, - - ARIZONA

Deaf Can Hear Says Science

New Invention Aids Thousands

Here's good news for all who suffer from deafness. The Dictograph Products Corporation announces the perfection of a remarkable device which has enabled thousands of deaf persons to hear as well as ever. The makers of this wonderful device say it is too much to expect you to believe this, so they are going to give you a chance to try it at home. They offer to send it by prepaid parcel post on a ten-day free trial. They do not send it C. O. D.—they require no deposit—there is no obligation. They send it entirely at their own expense and risk. They are making this extraordinary offer well knowing that the magic of this little instrument will so amaze and delight the user that the chances of its being returned are very slight. Thousands have already accepted this offer and report most gratifying results. There's no longer any need that you should endure the mental and physical strain which comes from a constant effort to hear. Now you can mingle with your friends without that feeling of sensitiveness from which all deaf persons suffer. Now you can take your place in the social and business world to which your talents entitle you and from which your affliction has, in a measure, excluded you. Just send your name and address to The Dictograph Products Corporation, Suite 1376-220 W. 42nd St., New York, for descriptive literature and request blank.—Advertisement.

the Boy Scouts, members of the council, and heads of all committees are members of the Camden Rotary Club.

UNIONTOWN, PA.—The Uniontown Rotary Club has an auxiliary—a Century Club—believed to be a unique organization in Rotary. Membership in the Century Club depends upon attendance at one hundred consecutive Rotary meetings. Eight of the fifty-five Uniontown Rotarians belong to the Century Club and their records show an average of 126 consecutive meetings. Each of the four presidents of the Rotary club are members of the Century Club, and the present president, Frank Newhall, has a record of 161 consecutive meetings. Five other Uniontown Rotarians have between 70 and 80 meetings to their credit and are working to secure membership in the Century Club.

LAREDO, TEXAS—Laredo Rotarians recently subscribed \$532 in less than ten minutes for the purpose of buying equipment for the high-school athletic teams. The Rotarians then appointed a committee to work with the athletic director in the disbursement of the funds, arranging that as much as possible of the required material be furnished at cost by various merchants, thus making the money go farther. The high-school students are rejoicing while the Rotarians are glad of this opportunity to serve. Although Laredo has a population of 32,000 only 25 per cent of the population is American, so that the club membership is somewhat limited because of the barrier of language.

WARREN, PA.—Fifteen members of the Eben N. Ford Post, G. A. R., were guests of the Warren club at a recent meeting. The Rev. Robert A. Elwood, pastor of the Boardwalk church of Atlantic City, was the chief speaker and his reminiscences of service in the Spanish-American and World Wars proved very interesting.

CLEVELAND, MISS.—On behalf of District Governor Mort Allen, Rotarian Barbee of Clarksdale recently delivered the charter which formally placed the Cleveland club in the ranks of Rotary International. District Governor Allen's talk on the meaning of Rotary's motto was the chief of a number of inspiring addresses given at this meeting.

MENOMINEE, MICH.—Some forty pioneers and their ladies were the guests of honor at a recent meeting of the Menominee club. The guests told many interesting stories of the days when Menominee was a young settlement inhabited by the French-Canadian lumbermen and when the annual log drive was one of the big events in town life.

(Continued on page 232.)

The BEST LAUNCH Ever Built at Lowest Price Ever Quoted



This new type, 1923 model, 16 Foot Mullins Special Steel Launch is without doubt the best value ever offered. It is graceful in design, comfortable, speedy, and safe. Equipped with air-tight compartments like a life boat—it Can't Sink. Handsomely finished, and well equipped with 3 H. P. Lockwood-Ash, single cylinder, two cycle motor, vertical contact timer, mixture oiling system, Mullins Silent Underwater Exhaust, and steel guard which protects the shaft and propeller. It's a sturdy, well built, highly efficient launch, sold at a remarkably low price.

Write now—for specifications, dimensions, our low price, and complete information.

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Write for dealers' discounts, and our liberal proposition to Authorized Mullins Agents.

MULLINS BODY CORPORATION
Boat Dept., 750 Depot St., Salem, Ohio

CHOCOLATES SUPREME—



FOR
Mother's Day
May 13

Twenty kinds in a pound box.
Every piece a delightful treat.

**In all the World no
Candy Like This**

To Rotarians: We will send a box of
SUPREMES anywhere in the U. S. A. Post
paid for \$1.25. Postage stamps acceptable.

WARD OWSLEY CO.
MAKERS OF
QUALITY CANDY
ABERDEEN, S. DAK.

HEADWEAR

suggested for all
gatherings of
Rotarians and
Rotarianettes.



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Salt Lake City, Utah HOTEL UTAH

GEO. O. RELF, Gen. Mgr.

Rotary Club Luncheons held here Tuesdays, 12:15.
Visiting Rotarians Welcome

IN MONTREAL The Rotary Club Meets
on Tuesdays, 12:45, at

THE Windsor

ON DOMINION SQUARE
JOHN DAVIDSON, Manager

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Furnished Cottages for rent. Booklet of
views, maps, plans, etc. mailed for 25c.
Lester V. Streever, Ballston, Spa.,
New York.

Rotary and the Farmer

(Continued from page 215.)

which cannot be solved in a moment, but which could be reduced in number with the business man's cooperation and assistance.

Concomitantly, the farmers reached by these meetings discovered the hitherto distant city business man as typified by Rotarians to be a likable chap who also has his ups and downs and who is not as grasping and greedy as he had been painted by artists using poorly mixed colors.

A long time ago someone, probably after an unfortunate love affair, declared familiarity breeds contempt. It does not, and substantiation of this positive denial is easy to find.

Familiarity breeds friendship. A sympathetic understanding between two humans or among a group is impossible without the latter. Many close and lasting friendships between Rotarians and farmers and their families are a direct result of these rural-acquaintance meetings in Tulsa county.

THE Tulsa Rotary club has definitely and enthusiastically placed this activity on its already well-filled program for 1923, realizing its fruitfulness will increase with each passing year.

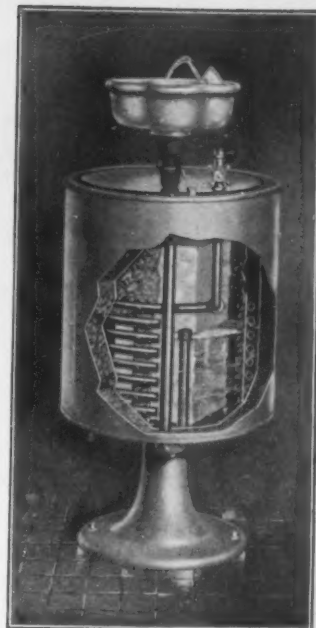
Terminating the 1922 series was a monster afternoon and evening meeting and barbecue at the home of Rotarian Cyrus S. Avery, eight miles east of Tulsa, where the happy crowd gathered after witnessing dog and rabbit races at the White City Jersey farm, managed by Rotarian Henry Stebbins.

Rotarians and farmers standing side by side and thoroughly enjoying themselves, sliced hot beef while Rotary Anns and farmers' wives prepared the improvised tables erected in a meadow near the farm home. Not less than six farmers at this meeting, whose previous knowledge of Rotary was gained by reading newspaper accounts of club meetings, were so impressed that they wanted to make out applications for membership on the spot.

The Tulsa club has found rural-acquaintance meetings a profitable project, which may be sponsored by every club in the nation with the satisfying assurance that benefits obtained not only exemplify Rotary but also that these meetings are tremendously effective in uniting the minds and sympathies of two classes that have unthinkingly been allowed to drift dangerously apart in their political reasoning.

These Will Help.

"Do not worry, eat three square meals a day, say your prayers, be courteous to your creditors, keep your digestion good, exercise, go slow and easy. Maybe there are other things that your special case requires to make you happy, but my friend, these I reckon will give you a good lift."—Abraham Lincoln.



No. 570 A

THEY SERVE YOU BEST

Regardless of your drinking fountain requirements, whether for factory, school, park or public building, there is a Halsey Taylor type exactly suited to your individual need.

In a factory employing 200 men, Halsey Taylor Cooler Fountains installed at frequent intervals save thousands of dollars annually.

Men compelled to wait in vain at a faucet for water to cool average about three minutes per drink.

3 minutes x 6 drinks x 30c per hour = 9c
per day per man

9c x 200 men x 300 days = \$5,400.00
per year

For school, park or public building, Halsey Taylor Fountains are preferred because of three exclusive improvements:—The perfect drinking stream, automatic stream control and the non-squirting projector.

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Atlanta, Georgia, 322 N. Jackson St.	

HALSEY TAYLOR

April brings Showers and Election of Officers

The officers of your Club have been darned good ones or they wouldn't have been there at all, and they deserve a little applause—even a bit of distinction. Not every member can be a Club President or Secretary.

The Past President

or

Past Secretary Diamond Button

or

Waldemar Charm

are the appropriate presentations for the occasion.

If your Club has not already made the proper arrangements, it is not too late now.

Order thru your Club Jeweler or direct from

The Miller Jewelry Co.
Cliff Miller, Pres.
Greenwood Bldg., Cincinnati, O.

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No. 110 with steel back.
Same stool, with-out back, No. 106

The most practical and economical office and factory equipment is that made from steel. There is no other that will stand up under hard usage and look so well. We are pioneer builders of a large line of steel goods and we invite you to get a copy of our catalog just off the press. It illustrates and describes many articles that will increase your efficiency and save money for you. It's yours for the asking.

ANGLE STEEL STOOL CO.
Plainwell, Mich.

Rotary Club Activities

(Continued from page 230.)

KANKAKEE, ILL.—In January, Kankakee Rotary gave a public program in the opera house on the subject of the rehabilitation of World War veterans. This meeting was largely attended and aroused much interest in this important work.

The club has recently undertaken the work of furnishing several crippled children with surgical aid; also where needed, they will be provided with proper braces or other mechanical devices to enable them to become self-supporting and to enjoy life more.

®

SAN ANTONIO, TEXAS—The San Antonio club has been looking around for new forms of service and as a result there has come into existence the club's loan fund for deserving students who wish to continue beyond the high schools. The club is loaning approximately \$10,000 a year to these students and already some 53 working students have availed themselves of the opportunity. These loans are made on condition that the student shall earn at least a part of his own expenses and that he shall save some of his money. It is a noteworthy fact that whereas many fathers are allowing their sons and daughters over \$1000 a year for college expenses, these students only borrow about \$300 a year and supplement this by their earnings. Some of these students have made very good records even with the handicap of limited time for study, and the club is thoroughly "sold" on the value of its investment in future citizenship.

®

PITTSBURG, KANSAS—Some 200 teachers were entertained by the Pittsburg Rotarians and their wives at a recent meeting. Many songs and a good deal of repartee concerning local people and conditions enlivened the meeting.

®

MACOMB, ILL.—Macomb Rotary recently arranged an inter-city meeting in honor of the Bushnell club which was sponsored by the Macomb club and was formally elected to membership in Rotary International. The meeting was held in the Western Illinois State Teachers' College, and was attended by delegations from the Peoria, Pekin, Galesburg, Quincy and Canton clubs. Rotarian Arthur Cook, of Kewanee, was present as the representative of E. E. Baker, district governor.

®

SAULT STE. MARIE, ONT.—The fourth annual ladies' night given by the Sault club was an entire success. The hall was decorated with a large Union Jack and the Stars and Stripes joined together with the Rotary pennant, flowers, and bowls of rosy apples. One hundred and fifty people enjoyed the generous banquet and the music of a six-piece orchestra, and songs, speeches, and a dance.



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Hotel Sherman

Downtown Rotary Club Hotel

Write R after your name when you register (R). Luncheon of the Chicago Rotary Club every Tuesday at this Hotel at 12:15. Visiting Rotarians always welcome.

A Scientific Safeguard

Prevention is better than cure. A scientific Urinalysis will tell more about your exact physical condition than any other single test.

This is because the kidneys are blood filters.

Bright's disease and troubles of the digestive organs creep on your system like a thief in the night and become chronic unless they are detected in time.

THE NATIONAL BUREAU OF ANALYSIS was founded fifteen years ago to give periodical Urinalysis as a means of HEALTH PROTECTION.

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Our new brochure, "THE SPAN OF LIFE," gives you interesting information on how to preserve your health and prolong your life. Write for a copy. IT IS FREE.

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61 day cruise, \$600 upward, including Hotels, Drives, Guides, etc. Personally accompanied and managed by F. C. Clark. Rome, Athens, Spain visits specially featured. 11 days, Paris and London, \$100. UNIVERSITY-EXTENSION and other good tours to Europe under escort, \$450 up.

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"A few stitches and they're on."

5 doz \$1.39 6 doz \$2.29 9 doz \$2.99 12 doz \$3.99
Special prices made on quantity orders
Samples sent on request.

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Square Pegs and Round Holes

(Continued from page 194.)

and photography; and having also what they call a "Burbank Club." The English department has a "Short Story Club" as well as numerous others, such as "Kipling Club," stories for pre-school youngsters, and other features. Through the media of the Finding and Broadening courses and the "Activities," the high school program is very considerably enriched.

In the ninth year, the differentiation is begun and students are allowed to take either eighteen or thirty-six weeks' courses in those subjects for which they seem to be best fitted as shown by the Finding and Broadening courses which they have taken in the seventh and eighth years. This scheme does not claim to find exactly what a student will do in life, although in many instances this is accomplished. But it is the contention of the Okmulgee school authorities that students do "find" the courses of study for which they seem to be best fitted and that they are very profitably broadened by coming in contact with these different fields. All of these short courses have regular instruction in vocational guidance. For example, during the nine weeks' Finding and Broadening courses in Automobiling, the instructor shows the boys the kind of work they can do and the amount of money they will earn if they work in a local garage. He shows them also the greater amount of compensation and the greater amount of preparation necessary to become an electrical engineer and work in the field of ignition. Of course, we have additional offerings in our Activity period in Vocational Guidance where the possibility in all fields is more or less carefully discussed, but we feel that the place to teach vocational guidance most effectively is in connection with the work in the actual field, for we find that a boy's decision is more conclusively reached when he has an actual working knowledge than when he has merely read and talked about vocations.

THIS scheme of enriching the curriculum has marked advantages from the school-administration standpoint. The heads of departments are asking to give courses to seventh and eighth-grade pupils so that they may have some opportunity of selecting the pupils who seem to be best fitted for work in their departments. Students see an opportunity to select the fields of further endeavor which have most appeal to them. Parents are usually enthusiastic endorsers of the plan, for their children get into courses in which they succeed; and not so many failures are recorded, for it is a law of human nature that we work best at those things which we like.

There is some danger in the fact that certain heads of departments are better



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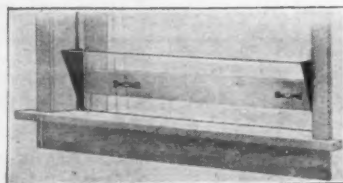


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Around the Mediterranean

COOK'S Annual SUMMER Cruise
 Following the conspicuous success of our "CAMERONIA CRUISE" in 1922 we have specially chartered for the Season 1923 the new, oil-burning Cunard-Anchor Liner "TUSCANIA" to sail from New York June 30th, returning September 1st. The itinerary will again embrace the most fascinating sights of the Mediterranean wonderlands—scenes rich in history, literature, and religion—old-world nooks that are ever full of interest.

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In our 500 acres of Nursery, we grow everything for the complete planting of every style of garden.

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The thing that should concern you most in your selection of the right dining chair is not the glossy varnished surface but the quality of the materials and the construction. Charlotte diners are built right in the first place, of the very best materials money can buy—solid mahogany, solid walnut, or solid oak. (Imitations of these woods are an abomination in the Charlotte Shops.) After we are sure that construction and materials are as right as right can be, then we put on the varnish, too—just a little better perhaps than the other fellow does it. If you want to get an idea of what a perfect dining chair should be, go to the best furniture dealer in your city and ask him to show you Charlotte Diner No. 243. It's a mighty good chair to start the New Year right.

Charlotte Chair Co.
Charlotte, Mich.

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All Steel—Built For Service

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Write for our special proposition today.

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Three Sizes

It's
All
Steel

Dail Steel Products Co.

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salesmen than others and hence a student is sometimes lured into a field which is not so well suited to him as some other would have been. This danger has been carefully watched in Okmulgee and we find the results practically negligible since each pupil has an opportunity to sample some six to ten different selections and hence in the course of all three grades, comes in contact with many departments. The only result we can see of better salesmanship is the order in which students take their Finding and Broadening courses. The good salesman sometimes gets first chance at the students he wants, but in the course of the seventh and eighth grades six or seven other departments also have an opportunity to present their wares.

The aim of the Finding and Broadening work has been discussed. Let us turn now for a moment to the results. This scheme has now been operating in the Okmulgee schools for four years and has passed the experimental stage. We have, in the main, two kinds of results: First, positive. Pupils, patrons, and teachers "find" that students seem by nature adapted to certain courses of study or vocations and guide them into that future work which seems to be best adapted to them. Second, negative. It is also found that certain students have no talents or bents for certain other kinds of work. For example, in the English-Latin course, which is offered by the Latin Department and through which the instructor is attempting to give a cross-section of Latin, including both the novelty to a youngster of speaking a few words in a foreign tongue and the irregular verbs in the back of the book, the instructor finds in many instances that it will be unprofitable to certain students to continue their work in Latin. Hence, many failures in the ninth grade are avoided for it has been discovered in nine weeks that these students will not profit by taking further work in Latin and through the English-Latin Finding and Broadening Courses our percentage of failures in the first-year Latin has dropped from forty to five in the last three years. One of the most forceful arguments for the success of the Finding and Broadening work is the table of statistics which shows conclusively that more students are retained for the work of the upper grades than in any ordinary scheme.

OKMULGEE had in the year 1922, 24.2 per cent of all students in grades one to eight enrolled in grades seven and eight, while other cities, according to the report of the Philadelphia Survey, have a percentage of only 16.4 per cent and Philadelphia a percentage of only 15.2 in these two grades.

The local figures given in the chart on the next page will also be of interest. In 1917, the students from grades seven to nine in Okmulgee constituted only 14.5 per cent of the total enrollment in grades

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COMPARISON OF OKMULGEE WITH OTHER CITIES AS TO RATIO OF ENROLLMENT IN EACH GRADE TO TOTAL*ENROLLMENT IN FIRST EIGHT GRADES*.

CITIES	GRADES								SPECIAL CLASSES, GRADES IV, V, VI.
	I	II	III	IV	V	VI	VII	VIII	
Philadelphia..	17.4	14.6	14.2	13.6	13.1	11.4	8.4	6.8
Other Cities..	18.3	13.9	13.8	13.6	12.6	11.1	9.1	7.3
Okmulgee, 1922	17.0	13.4	12.3	8.8	9.0	6.6	15.8	8.4	8.8

COMPARISON OF ENROLLMENTS IN OKMULGEE SCHOOLS FROM 1915-16 TO 1921-22.
PERCENTAGE OF TOTAL ENROLLMENT IN GRADE GROUPS.

YEAR	PRIMARY	INTERMEDIATE	JUNIOR HIGH SCHOOL	SENIOR HIGH SCHOOL	TOTAL ENROLLMENT
1915-16	47.8	31.0	14.3	6.8	2282
1916-17	50.5	28.0	14.3	6.6	2639
1917-18	44.3	29.8	18.7	5.6	2116
1918-19	46.1	29.4	16.5	8.0	2437
1919-20	43.1	29.9	19.5	7.5	3124
1920-21	41.1	28.8	21.1	8.6	3607
1921-22	34.9	27.25	26.3	11.2	3306

one to twelve, while in 1922 this percentage jumped to 26.3 per cent. These figures reflect very accurately the increase in the seventh, eighth, and ninth grades except that in the year 1922 about one to two per cent of the increase is attributable to promoting fifty people from the Opportunity high school to the Junior high school. A study of the increases in the Junior high school years compared with the fluctuations of the total enrollment indicates steady increase regardless of the decrease of total enrollment except for the year 1918-19, the year in which the Junior high school was established.

Carefully given educational tests show also that the fundamentals have not been crowded out by this work. Many a boy or girl having been "exposed" to these various fields have found that one or more of these fields have "taken" and there is no doubt in the minds of any of us of the tremendous advantage to be gained from having a student work at those things which his nature seems to call for. Is it to be wondered at, then, that more students are kept in school when they are doing the things that they like best and which are most favorable, both to them and to society?

In the humble opinion of the writer this work in the high schools should be only a beginning. Our metropolitan newspapers during the last three months have carried extensive comments upon the statements of certain college and university presidents that too many pupils were going to college and attempting higher education. In the cases of those students having low-intelligence quotients the contention of these university leaders must be granted. It is conceivable, however, that a scheme could be evolved

*From the report of the survey of the Public Schools of Philadelphia; Book II, Table III, page 134.

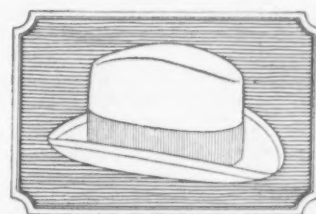
whereby even our higher institutions of learning might begin to think of the problem of having their curricula more nearly conform to the needs of the students applying for admission rather than compelling these students to fit into their more or less inflexible programs. If a course of study could be worked out for freshmen college students wherein they were given, first, a course in English where they were taught to speak and write correctly their mother tongue; second, a thorough course in citizenship, and third, a series of short courses from various fields wherein the college freshman could get a glimpse of what would be offered in case he entered law or medicine or theology or business, quite an improvement would be made.

THIS scheme cannot be put into effect in any short space of time, for the heads of various departments will continue to attempt to force into every curriculum for freshmen a unit or more of their particular subject. It is little wonder we have an alarming number of failures in the freshman year. The institutions of higher learning today make little or no attempt to determine the aptitudes of their freshmen. If it were possible for a freshman to be shown, even though superficially in a nine weeks' course of an hour or more a day, the possibilities and the drawbacks of the medical profession or of engineering or of any other business or profession, I feel positive that there would be fewer college failures and consequently more successes in the life which follows. Until our schools from the seventh grade on through the universities begin to enrich their curricula and make it possible for a student to intelligently select the business or pro-



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fession for which nature has best fitted him, the condition cannot be bettered and we shall continue to have square pegs in round holes.

The remedies which have been suggested have their shortcomings. They are, however, based upon the psychology of common sense and I feel confident that in the near future this scheme will be tried on an extensive scale in the junior high schools of America and I hope to see the day when our institutions of higher learning will also incorporate in their curricula, offerings from various fields which will make it possible for students to more intelligently select their life work. The carrying out of the provisions of this scheme would require much time, a great amount of effort, and a breaking down of traditions. But when we consider the advantages both to the individual and to society of having each work at that thing in which he is happiest and hence from which he secures the most results, would it not be a splendid investment to give the time, thought, and money necessary to put it into operation.

WHEN this time comes, and I believe it will, there will be fewer men and women teaching school because no opportunity presented itself of entering any other field; there will be fewer physicians healing the peoples' ills merely because their fathers wanted them to become doctors, and many more individuals will be contented with their life work because each will have had the opportunity of sampling other fields and will know from first-hand experience that the one he is in is more attractive. When our school systems from the seventh grade on through the sophomore year of the universities have so enriched their curricula that actual opportunities are provided whereby the pupils may catch glimpses of what may be in store for them should they follow this or that inclination, we shall begin more nearly to fulfill our mission for we shall have saved many failures and shall have begun a more satisfactory building of happy and prosperous citizens.

Welcome Criticism

Criticism is necessary to maximum success.

Knocking is useless.

Criticism is constructive.

Knocking is destructive.

Criticism is given where it will do the most good.

Knocking is more generally disbursed.

Criticism is the part of a wise man.

Knocking is the part of a fool.

Intended criticism sometimes unintentionally degenerates into knocking. However, from a standpoint of results, things are what they are regardless of original intention.

And the criticism that is fathered by wisdom and tempered with friendliness is always welcomed.

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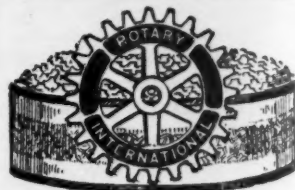
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19 SOUTH WELLS ST. CHICAGO U.S.A.
W.G. HARTUNG - PRES.

Rotary in New Zealand

(Continued from page 208.)

motto past our lips, to the doing thereof. Therein lies sufficient reward.

PONSONBY BOYS' BRASS BAND'S TOUR: This was supported by the Auckland, Wellington, and Christchurch Rotary Clubs.

Anything that is written or said about the Ponsonby Boys' Brass Band that did not include special mention of Tom Vivian would be a very poor article. Tom Vivian is no longer young; on the other hand, he will never grow old. When his day comes, be it this year, next year, ten, twenty or thirty years hence, Tom will still be young in mind and heart because he lives with and for the boys, especially the boys of his Band, the Ponsonby Boys' Brass Band.

It was Tom (he is not a Rotarian, but has the Rotary spirit) who conceived the idea of taking the band through New Zealand with the aim and object of demonstrating what could be, and what has been done by music to hold the boys together, to brighten their lives and the lives of others.

THERE are seventy members of the band and over a hundred on the waiting list for admission. Of this seventy, thirty were selected to form the touring party. To transport thirty boys, plus their management, etc., from Auckland to Dunedin—a distance of about 900 miles by steam and rail, was no small undertaking; and to arrange a program at this particular season of the year—Christmas and New Year (the only available time for these boys, who are workingmen's sons) that would not clash with other features, was a troublesome job. So Tom called on the secretary of the Auckland Rotary Club; the matter was brought before the directors, and permission was given to the secretary to go ahead and give the band the support of the Rotary Club, at the same time advising the Wellington and Christchurch clubs in the activity. When the idea behind the tour was fully explained they answered the call in fine style.

The result to date can only be described as a triumphal march through the country. Enthusiasm was intense—everywhere the Mayors and other town authorities vied with each other to help the boys, and the boys themselves were simply splendid, proud of their uniforms, proud of their silver instruments (the best that money could buy, costing nearly \$5,000), each boy entering into friendly competition with the other, every boy a well-trained, keen musician. Much good has been done. The program was carried through. It was a 19-day trip, out of which fully nine days were spent in travel, and thirty-four scheduled concerts—as well as many extra concerts—were given.

It is with much pleasure that I can report Rotary's help in this Boys' Work

movement, and with every confidence I can say that enormous good will result from it. Among the boys, friendships have been formed that will last a lifetime. An idle, careless boy cannot be a good musician, cannot be a member of the Ponsonby Boys' Brass Band; it means study and hard work to get there, to wear that coveted uniform, to hold and to own for a term one of those coveted instruments. To receive the word of praise from Conductor Fred Lawn, to raise the sparkle of joy in Tom's eye, to hear his "Boy, I'm proud

of you"—these cannot be had for the asking, they have to be won. There is no time left for roaming the streets—it is "get home quick after work, clean up; band practice tonight!"

This is not a money-making organization. The boys are ever ready to play free for any charity, to go to any public institution such as the hospitals, Blind Institute, orphan homes, or elsewhere any evening, Saturday afternoons, or Sundays. Their music has inspired them with our Rotary motto, "Service Above Self."

Enjoy thirst~

Times like that
seventh inning
stretch come
every day at
work or play.



Drink

Coca-Cola 5¢
TRADE MARK
Delicious and Refreshing

The Coca-Cola Co., Atlanta, Ga.

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Rotary Hotels

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450 Rooms 450 Baths

CLEVELAND

1000 Rooms 1000 Baths

DETROIT

1000 Rooms 1000 Baths

ST. LOUIS

650 Rooms 650 Baths

A new Hotel Statler (1100 rooms, 1100 baths) is now building at Buffalo—to open in April, 1923; 500 more rooms will be added later. Another Hotel Statler is under construction at Boston, opening date to be announced when construction is further advanced.

Hotel Pennsylvania

New York—Statler-operated

2200 Rooms—The Largest Hotel in the World—2200 Baths

Seventh Ave., 32nd to 33rd Sts., Opp. Pennsylvania Terminal

Every guest-room in each of these hotels has private bath, circulating ice-water and other unusual conveniences. A morning newspaper is delivered free to every guest-room. Club meals, at attractive prices.

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Stanford-Springvale, Maine. Club No. 1327. Special Representative: Oliver P. T. Wish, of Portland; president, Willis H. Folsom; secretary, Ralph B. Emery.

Harlingen, Texas. Club No. 1328. Special Representative: George A. Toolan of Donna; president, S. Finley Ewing; secretary, Paul E. Phipps.

Newport, New Hampshire. Club No. 1329. Special Representative: Ira G. Colby, of Claremont; president, Vincent J. Brennan, Jr.; secretary, Anthony C. Benjes.

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Caibarien, Cuba. Club No. 1335. Preliminary organization work done by Special Representative Sr. Juan Jose Hernandez, of Cienfuegos, Cuba; president, Pedro Robau Garcia; secretary, Julio H. Smith.

Amsterdam, Holland. Club No. 1336. Preliminary organization work done by International Secretary Perry, completion brought about by John Bain Taylor of London, England, and Alfred Peters of Sheffield, England; president, J. Anton E. Verkade; secretary, George Brussee.

Chihuahua, Mexico. Club No. 1337. Organized by Special Commissioner Fred W. Teale of Mexico City, Mexico; president, A. M. Krakauer, Apartado 17; secretary, A. C. Sawhill, Apartado 169.

Gainesville, Georgia. Club No. 1338. Special Representative: Cuyler A. Trussell, of Athens; president, John H. Hosch; secretary, John F. Blodgett, Jr.

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RUFUS F. CHAPIN, Vice-Pres. and Sec'y

Interesting Rotarians

(Continued from page 210.)

customer he keeps after him by mail. It took him seven years to land one man! Now the company sells in every state in the union as well as in several foreign countries. Twelve salesmen, who sell advertising, not merchandise, cover the entire territory. It is their business to advertise the product and create a demand.

The company started giving its employees a share in the business ten years ago, when, to quote Mr. Wright, "I came to the conclusion that business generally was going up-hill—but, it was a hard pull. One day it would be at the top, skid down the steep incline on the other side—end in a pile of junk. I saw labor troubles ahead. Here is a workman who does as little as he can for the money. There is an employer who pays his workmen just as little as possible. These two classes are a menace to business. My business was no safer than any other so I set out to find a way to make my employees my partners.

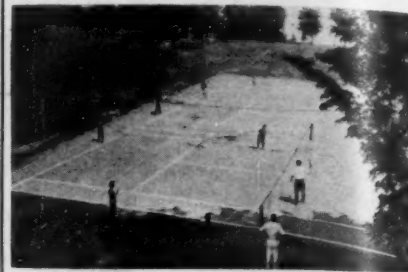
"IN 1913, I gave them a cash bonus of ten per cent at the end of the year. That was something, but a lot of cash in the hands of a man not used to money is soon converted either into luxuries or lost. I must make my employees desire to save, so I offered to pay as much interest on their savings as the bank paid them. That doubled the interest on their savings, but most employees save little and the interest is small so this was no great incentive.

"Several years after I first began to make my older employees stockholders in the company, I graded them into three groups. To those who had worked with me a year, I gave two shares; to those who had been with me between one and five years I gave five shares; and those who had been longer with the company received eight shares.

"Those stock certificates did not mean very much to them, but when they received 7 per cent dividends it made them feel that they were really a part of the company.

"Now I give them as much money as they save during the year. It is my Christmas present for their Christmas saving plan.

"What brings real efficiency is to have all employees partners in the concern and conscious that they will share in the profits. Then almost no supervision is necessary and everyone does his best. When a department head asks my advice I tell him to devise a plan himself. If his plan fails I tell him to try some other way. At last he finds the right way and is all the better for his experiments. If he fails at first I do not blame him—he feels badly enough himself. If he does well I pat him on



Rotary is a robust exemplification of the energy of boyhood tempered and tuned to the responsibility of manhood.

Rotarians! Why not send your Boy, on his summer vacation, to

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(On Lake Champlain)

where he will associate with boys who have the Rotary Spirit and men of Rotary Service.

Swimming, canoeing, boating, baseball, tennis, campcraft, nature studies, target practice, shop work, radio, dramatics and music. Hiking trips to the Adirondacks and the Green Mountains. Cruises to historic points on the Lake, including Montreal.

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Advertisement written by VAN AMBURGH (The Silent Partner).

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the back. I never discharge a man; I leave him to find his place or to discover that he does not fit in. Sometimes when a man is obviously unfit the other employees tell him so.

"From time to time we assist our employees to buy homes, and this is one of the best things we have done. When an employee wants to buy a home and finds something to his taste we have either bought it outright or lent him the money to acquire it, and this is repaid in weekly or monthly installments.

"Besides the insurance policy that we gave each employee last Christmas we recommend that each employee take out additional insurance and this was done in many instances.

"If I picked out a man to succeed me I might make a wrong choice. It is up to my employees to find a way to run the business after I am gone. I leave no strings on the ownership of the company after I die. The employees shall decide as a body what to do. In my will I merely direct that they shall share in the profits according to their length of service and position in the company. They must arrange the details themselves. My workers comprise my family—I have no other family ties."

AND in all the "family" referred to, there is but one who takes life leisurely. That is "King Dodo II," Mr. Wright's Great Dane who is with him in his office, his car, at his "rag house" on the edge of Crisp Lake, or wherever he happens to be. The big dog weighs 190 pounds—more than his master—but he obeys a quiet order with the promptness of a veteran soldier.

He is nearly as well known as his master, for he has won many prizes, and the two are sure of a hearty welcome wherever they go. And the two are nearly always together. Mr. Wright at the wheel of his roadster and the great dog standing on the running board has become a very familiar sight to the people of Kansas City. You can see the two on the streets almost any day.

Mr. Wright was the first Rotarian to have the classification of "Condensed or Liquid Smoke" and he is today the only representative in that line. But undoubtedly he will not be alone in the many things he has done for his employees, since co-operation of this sort is being more and more recognized as not only good citizenship but also good business.

Book Reviews

(Continued from page 212.)

From another viewpoint, that of pure history, Professor Robertson in his *History of Latin American Nations* has made an excellent study relating to the political and economic events of all of the major portions of South America—including each separate state. The colonial enterprises of the various coun-

tries together with the developments of the nations as nations, are treated back to the early days of the opening of the South American continent. The information is essential for the commercial traveler, whose interest in the numerous important cities and states is necessary for his successful salesmanship. The history is brought down to most recent years and the style of the author is pleasant and clear.

A special investigation has been made by M. Pierre Denis, of Paris, into the colonization and general development of Argentine which he has given us in *The*

Argentine Republic. Although the descriptions are primarily geographical, it is essentially important to those whose interests depend upon the advantages of agricultural developments and increasing crops and sheep raising, etc. There has been no other work of this kind published; and, with the various chapters of general guide books and commercial histories, forms the bulk of the information now obtainable upon this branch of knowledge of the Argentine.

The re-publication of Mr. Enock's valuable work, *The Republics of Central and South America*, first issued in 1913,

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¶Minneapolis knew she needed a new, distinctive hotel of 635 rooms.

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proves its general importance and its decided value. It is a study of sociological and physical conditions—"human geography," as he aptly describes it. The economic relationship of peoples to the lands which they inhabit and cultivate, he declares, will determine the future equilibrium of society. Upon that premise he wrote his book, and finds that it is still a sound conclusion and basis for description and deductions in this year 1923. He finds that home manufacture has gained over importation; yet he indicates that there is a great opportunity for the world-wide trade with the increasing demands of the growing wealthy class and those whose conditions are improving because of their having taken advantage of better economic conditions. The book will give wide visions and long perspectives to the commercial reader of its interesting pages.

The Canadian Annual Review of Public Affairs, for 1921. Edited by J. Castell Hopkins. Toronto: The Canadian Review Co., Ltd., 1922. Pp. 980; illustrated; index.

This exhaustive summary of details of industry and progress in the Dominion of Canada presents a noble appearance. Being based upon sound preparation it takes its usual place among annals of high character and worth. Statistically, in every branch of industry, business and social life, its presentation of facts and information is invaluable. To the commercial man, the exporter, the importer, and those whose branch houses have close relationships to the interests of the Dominion, the accessibility of facts and figures will be worth a great deal.

It is safe to say that there is not a question which cannot be answered by some one of the chapters. It reviews completely important governmental action; in fact covers rather comprehensively everything of importance transpiring in Canada in 1922.

The Public Conscience; Social Judgments in Statute and Common Law, by George Clarke Cox. New York: Henry Holt & Co., 1922. Pp. 483; index.

The use of this work can be extended into the education of any young business man, and particularly into the instruction and improvement of men who desire to develop their comprehension of the rights and wrongs of life as evidenced in the public relationship of man to his fellows.

It is interesting reading for anyone—it is essentially a book of public morals; it is available for men of affairs in corporation life, and especially useful to publicity agents and those whose interests lie in the protection of business from unfair attack. Lecturers on ethics, business men interested in improving the status of the community's morality, men who are leaders of forum freedom and the establishment of right understanding of present day problems, will find every page stimulating and interesting.

Teele to Europe

ROTARIAN F. W. Teele, special commissioner of Rotary International, is now in Europe where he is studying opportunities for Rotary extension work. After visiting the Rotary headquarters of Great Britain and Ireland, Commissioner Teele will visit several of the British clubs. From Great Britain he will probably go to Amsterdam, Holland, in company with Rotarian John Bain Taylor to attend the charter presentation meeting of the first Dutch club and to assist in presenting a flag, the gift of Rotary International. His next stop will be Paris, where he will investigate the possibilities of forming new clubs in France. After a thorough survey of the possibilities here, he will cross the frontier and conduct a similar investigation in Spain. He hopes to be able, if time permits, to visit some of the Scandinavian countries where Rotary clubs have recently been formed.

Special Commissioner Teele served two terms as president of the Mexico City Rotary Club and has since been elected to the honorary presidency of that club for life. He resigned his position as assistant general manager of the Mexico Light and Power Co., to serve Rotary in his new capacity as special commissioner. In his career as a traction official in Mexico he gained wide reputation through the handling of a serious street-railway strike with a fine mixture of firmness and diplomacy.

He is a member of several leading engineering associations of various countries, and has traveled pretty well over North and South America and the adjacent islands, during his work on various engineering projects. Rotarian Teele was born in Somerville, Mass., attended Tuft's College (obtaining two degrees), and despite his roaming has found time to marry, raise two boys (one is now in college), and to enjoy sports at his residence in Mexico City and at his summer home in New Hampshire.

Boys' Week and the Boy Problem

(Continued from page 197.)

of life cannot prove other than an advantage to the state. It would be difficult, I believe, to over-estimate the value of Boys' Week in this connection."

The Duke of York, speaking for the great British Empire, said: "Boys' Week deserves the support of all public-spirited citizens, because every nation depends for its future upon the efficiency and proper development of its youth. The future citizens of the British Empire must have the best training and discipline our great democracy can provide, if our kingdom is to maintain her ideals and standards and her influence in the world."

Governors of nearly every state where Boys' Week was carried out expressed the same fine spirit as Governor Alfred E. Smith, of New York, who said: "Boys' work and Boys' Week is an insurance policy against Bolshevism and radicalism in the days of the future."

Lord Provost Hutchinson of Edinburgh, Scotland, demonstrates that the heart of bonny Scotland is reacting strongly in terms of boys. He said: "The development of the future manhood of the country and the direction of its energies into proper channels is

the most important question before us at the present time."

The expressions of satisfaction and the laudatory comments that have been made by captains of industry and world personalities are all phrased in that remarkable statement of Harry Lauder. "There is no greater dividend-payer and no better business investment than boys—the laddies."

The great churchmen of the world have also been impressed with the spectacle of Boys' Week. Among the nota-

(Continued on page 246.)

to St. Louis



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INTERNATIONAL**

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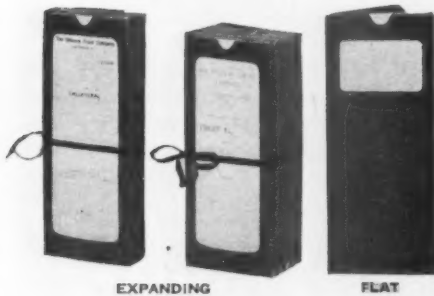
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REMEMBER the
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FLORIST stands by
ready to SERVE
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TELL HIM about it
and HE will do
the REST.

*Distance no Barrier. Flowers go
"Anywhere the Telegraph goes."*

**Associated
Rotary Florists**

The White Sparrow

(Continued from page 203.)

cream look so funny, Nora? It looks blue."

"Oh, that's milk, darling. There ain't no cream this morning. Hurry along and eat it up."

"But I'm not hungry, Nora, and I don't like milk."

At this point Vivian entered the nursery. Ten minutes later she descended to the front hall with Barbara, followed by a glum and surly Nora. On reaching the first floor she heard voices coming from the direction of the breakfast-room. Motioning Barbara and Nora to wait in the hall, she crossed swiftly through the dining-room and swung wide the breakfast-room door.

There seated at the table was the cook, the house maid, and the chauffeur from "next door"; but what instantly caught Vivian's eye was the dish before him piled high with breakfast food, over which was sliced a banana, while filling the dish to overflowing was the cream that Barbara didn't have for breakfast.

WHEN Bruce shut the door behind him that morning and descended the front steps, he turned instinctively towards the garage, then checked himself and decided that the half-mile walk to his office would do him good. He swung out through the box hedge and started briskly towards town. He hadn't gone far, however, before he regretted this impulse, for he began to feel foolish. Suppose some of his friends would happen to see him walking to town at this hour—what would he tell them? After all, what was he doing it for anyway? He couldn't very well tell them he was out looking for a fictitious bird. If he had taken his car they'd probably think he was on the way to the station; so he turned down a side street and took a less-used road.

In a surprisingly short time he reached the city, and as he passed by one of the many cheaper restaurants abounding in this section, his nose was assailed by the odor of coffee. He hesitated. After last night's gaiety he didn't want food, but he most certainly did want a cup of hot coffee. He turned in and sat down at one of the white oil-cloth tables and gave his order. As he waited for what was really a short interval, but what seemed ages to him, he again grew uncomfortable. Suppose some of his own clerks should chance to come in, what could he say to them? How explain his being there? When the coffee came, he gulped it down in a few mouthfuls and hurried out.

Five minutes later he was entering the swinging doors of the building where the

entire third floor was occupied by his offices. Again hesitating, he decided not to use the elevator, but to walk up. He was now thoroughly convinced that it was perfectly idiotic to come down to the office at this hour. Werner, his head man, was absolutely reliable; the whole organization ran perfectly.

AS he mounted the last flight of stairs his steps grew slower.

"What the deuce will I tell them? It's been years since I came down before ten."

Still pondering this question, he reached the third floor, and stepping to the main entrance-door turned the knob and pushed the door. It remained firmly and solidly in place. He frowned and tried again, then muttered the perfectly obvious answer, "Still locked!"

He glanced at his watch; it was eight-fifteen. The office was scheduled to open at eight. He searched for his key and inserted it in the lock. He entered, closed the door, and looked around. The room was absolutely deserted. He crossed slowly and thoughtfully through the outer office, through Werner's office, and into his own. Here he closed the door to within a few inches, hung his hat and coat on the rack and seated himself at his desk, watch in hand. It was ten minutes later before the first of the clerks began straggling in, and it was nine o'clock before he heard the last one enter. From the unmistakable noises that drifted in to him, he readily came to the conclusion that there was a good deal of laughing and giggling, and very little work going on.

Once while he was waiting the telephone bell on his desk rang. Instinctively he reached for it, but before he raised the receiver from the hook he paused, then coming to a decision, he thrust his hands deep in his pocket and waited. The bell rang four times—five times—and then the party at the other end evidently wearying, it ceased. No one in the other office had made the slightest effort to answer it.

Bruce took a pencil from his pocket and began idly to draw rings and circles on the blotter, then not at all realizing the import of his thought, commenced drawing a row of queer-looking birds across its surface. It was twenty-five minutes of ten when Werner and Bruce's private stenographer entered together, and they stopped short in blank amazement as they swung wide his office door.

And Robert Lippert, all unconscious of the little drama that the effect of his tale

was unfolding, rose as usual at seven o'clock. He was a man who believed in moderation in all things but work. He believed in good clean fun, went in for sports, danced, and worked hard.

As he gave the final tug to his tie and settled it firmly in place, his eyes fell on the face of Nita as it smiled back at him from the photograph propped against the frame of his mirror. He reached out, picked it up, and studied the face long and thoughtfully. Then tossing it back carelessly on the bureau, he shrugged his shoulders and commented:

"I thought at first—but—"

LEAVING the sentence significantly unfinished he shook his head and picked up a second picture in a silver frame; a picture of a clear-eyed, finely chiselled, aristocratic face, crowned by a mass of soft, white hair that looked back at him with the unclouded serenity of a life well filled and full of noble things. A soft smile of loving tenderness curved his lips. "Wish I could find one like you," he whispered, softly.

He completed his toilet rapidly and leaving the apartment, secured his car from a nearby garage for that day's work called him to a small town several miles from the city. On leaving its outskirts he slowed the speed of the car for he had purposely started early to allow himself time to enjoy the beauty of the country. Presently, far down the road ahead he saw a lone equestrian. The horse was walking and the rider was evidently, like himself, in no mood for hurry. To his utter surprise when he came abreast, he discovered the rider to be Nita. She was, however, so immersed in her own thoughts that she had not noticed him as he passed, and she looked up with a start when Bob stopped his car and called back to her.

"Hello, there! What in the name of heaven are you doing out here at this hour in the morning?"

SHE did not answer until she drew her horse to a stop beside his car; then smiling down at him, she announced—

"I've been finding myself."

"Goodness," Bob laughed back, "sounds most mysterious and interesting."

"No, you are wrong," she contradicted, "it wasn't either; it was most humiliating."

"Which only sounds more mysterious and more interesting than ever," he retorted. "What's the matter?"

Nita looked away from him and out to the distant horizon, and a look of seriousness came into her face that Bob had never seen there before, as she answered:

"Well, I happened to overhear a candid estimate of myself this morning—it was

most unflattering—and—true. Then I rode out here in the country; and what I had heard of myself somehow got all mixed up in my mind with that story last night, and I saw myself as I really am for the first time." Here her eyes returned to his, and a half-shy smile curved her lips as though they were still a bit uncertain of the unfamiliar words: "It wasn't a very pleasing picture, and when one rides through the glory of a morning like this, with the freshness and hope of the early dawn it makes one rather ashamed of last night and all the other

nights, and glad that one is still young and there are tomorrows."

Then not giving Bob an opportunity to answer, she started her horse, swung him abruptly around and galloped off towards home.

Bob turned and watched her with surprised curiosity until she had disappeared from sight, the light of rekindled interest in his eyes. Reaching forward slowly and thoughtfully, he switched on the engine, concluding to his intense satisfaction that there are many things to be discovered by "getting up betimes."



Why they stick

On the ground floor of the telephone building a man worked at the test board. It was night; flood had come upon the city; death and disaster threatened the inhabitants. Outside the telephone building people had long since sought refuge; the water mounted higher and higher; fire broke out in nearby buildings. But still the man at the test board stuck to his post; keeping up the lines of communication; forgetful of self; thinking only of the needs of the emergency.

On a higher floor of the same building a corps of telephone operators worked all through the night, knowing that buildings around them were being washed from their foundations, that fire drew near, that there might be no escape.

It was the spirit of service that kept them at their work—a spirit beyond thought of advancement or re-

ward—the spirit that animates men and women everywhere who know that others depend upon them. By the nature of telephone service this is the every-day spirit of the Bell System.

The world hears of it only in times of emergency and disaster, but it is present all the time behind the scenes. It has its most picturesque expression in those who serve at the switchboard, but it animates every man and woman in the service.

Some work in quiet laboratories or at desks; others out on the "highways of speech." Some grapple with problems of management or science; some with maintenance of lines and equipment; others with office details. But all know, better than any one else, how the safe and orderly life of the people depends on the System—and all know that the System depends on them.



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Boys' Week and the Boy Problem

(Continued from page 243.)

ble statements is that of Archbishop Hayes: "I am very much in favor of Boys' Week because there is something in it most wholesome. It appeals to the love of God, love of country, and love of neighbor.

"Our real defense must be built up in the character of our boys. It is more important than armies and battleships."

The world press has commented in thousands of editorials upon the desirability and the stupendous success that has greeted such a plan. Some of the world's greatest newspapers have commented editorially, as follows:

"His Majesty, the King, strongly sympathizes with the Boys' Week Movement."—*Edinburgh Scotsman*.

"The boy is really a hero in disguise and fortunate are the citizens who learn how to bring to light the qualities of true manhood. Boys' Week will help you to do this."—*Baltimore Sun*.

"Boys are the real foundation-stones of the nation. Boys' Week is necessary in order to awaken in the public a knowledge of boy problems and of the possibility of meeting these problems through organized work."—*Glasgow Herald*.

"The Boys' Parade gave us a cheering revelation of the number and power of the organizations which are now working night and day toward the training and shaping of the coming generation."—*Chicago Tribune*.

ROTARY is helping greatly to bring about the New Day, the day when all men will possess the right attitude toward the boy. It is therefore well that as Rotarians we pause to celebrate one week for boys, so that we may renew our faith in boyhood as the medium through which we can solve all of the problems of the world today, moral, social, economic, national, and international.

May we not pledge ourselves to the task of stimulating more constructive work for boys?

May the energies and efforts of every Rotarian be utilized to help in eliminating the conditions which are causing juvenile delinquency and neglect of our greatest asset, the boys. Boys' Week will help us to put the searchlight of publicity upon all boys who lack the opportunity of living a healthy, average, normal life.

Rotary is an organization of business men and the important need of the hour is for all men to realize the economic side of the boy problem. The solution of the boy problem is not a philanthropy, not a charity, not even education. Viewed from the business viewpoint, it is an out-and-out economic investment that will pay the largest possible dividends in the markets of real life.

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How Some Newspapers Serve Their Communities

(Continued from page 205.)

lished in rural districts have been paying more and more attention to agricultural news, or rather farm news. Farm news has been defined by one editor as "News about something that one farmer is doing which all his neighbors would like to know about." There are many weekly newspapers that devote a page a week to this kind of news. These newspapers deserve to rank with the county agent, the farm journal, and the agricultural college as the evangelists of the new type of scientific farming. As a matter of fact the average farmer probably acts more quickly on ideas that his neighbors have developed and which he sees in his local paper than on ideas in trade journals or agricultural short courses.

It is an interesting sidelight on American journalism that papers in rural districts were so slow in discovering the news that appealed most strongly to their farm readers. There are hundreds of newspapers which have 60 per cent of their subscribers in the country. Yet until a few years ago the news in rural papers was almost exclusively about people in the towns. Within the last five years, however, more and more editors have seen the advantage of "playing up" country news. Undoubtedly there is the relation of cause and effect in the fact that the Bureau County *Republican* of Princeton, Ill., which emphasizes news from rural communities, has the largest circulation among the 13,000 weekly papers. It has more than 7,000 paid subscribers.

Outstanding weekly papers like the Bureau County *Republican*, the Fennimore (Wis.) *Times*, the Kossuth County (Iowa) *Advance* and the Owatonna (Minn.) *Journal Chronicle* do not confine their farm news to items about crops and stocks, fertilizer and silage. A glance through the files of these papers shows they are initiating, or at least boosting farmers' picnics, lecture courses, community bands and orchestras, home dramatics, social centers, women's short courses, community cook books, discussion clubs, and chautauquas.

Nine-tenths of the friction between classes in the average small town arises out of the fact that the farmer thinks he is not getting a square deal. The recognition of the farmer in the news columns of the local papers goes a long way to correct that. The next step is the admission of representative farmers to businessmen's clubs, chambers of commerce, and other organizations of men

in town who are interested in the welfare of the community as a whole. Some papers have done notable work in bringing this about. There is a town in northern Illinois that has a Commercial-Farmers' Club with a membership of 267 members. Of this number, nearly two hundred are farmers. The idea of making it a farmers' and businessmen's club instead of just a town club was suggested by a local paper. Many small papers have made provision in their offices for restrooms for farmers and their families.

Many other instances could be cited of

community journalism with a purpose. Enough has been written, however, to show that some editors have begun to realize that in a sense their paper does not belong to them but belongs to the whole community; that they have merely been intrusted with the task of directing it, not for their own selfish advantage, but for the good of all. Of them it may be said that they have taken to heart the admonition of St. Luke: "For unto whomsoever much is given, of him shall be much required; and to whom men have committed much, of him shall they ask the more."



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